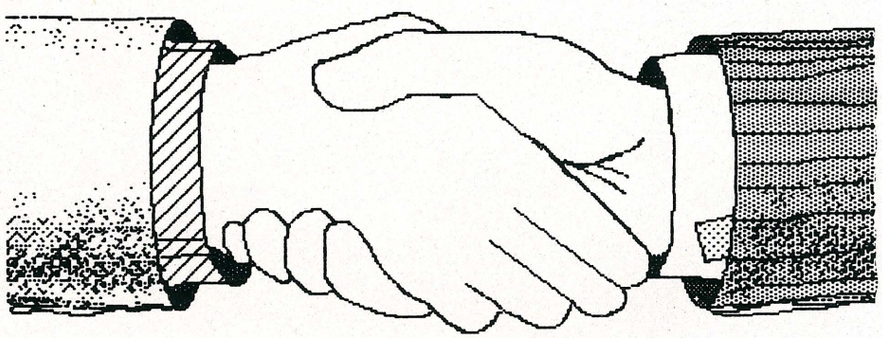
Apple Retail Advertising Program



Dear Authorized Apple Dealer:

Apple is pleased to provide this new Retail Advertising Kit to support you in your local advertising and promotional efforts.

This kit is designed to provide you useful tools for creating your own advertising, including clip art, billboard samples, a product photo library, radio scripts, and a new Logo and Trademark booklet.

Included in this kit, is Apple's revised **Cooperative Advertising Program, effective July 1, 1985.** This program is similar to previous editions, however, the enclosed guidelines have these new specifications that will be required in your advertising to qualify for co-op reimbursement:

1) **Descriptive copy requirements for print advertising**
2) **Minimum ad size for print advertising**
3) **Billboards may not contain competitive products**
4) **Ads featuring compatible third party software, as part of the Apple solution , are fully- co-opable.**

Please take some to time to familiarize yourself with all elements of the co-op program. All changes to the enclosed guidelines have been italicized for easy identification.

Apple will be updating these materials regularly.

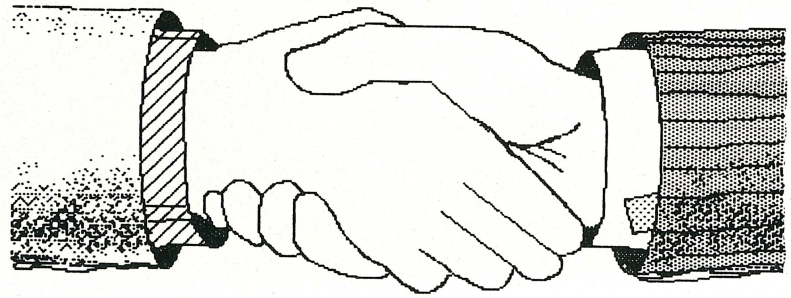
If you have any questions or need additional materials, please call the Co-op Department at (408) 973-3310.

Kelly Bomar

Kelly Bomar
Apple Co-op Advertising Department

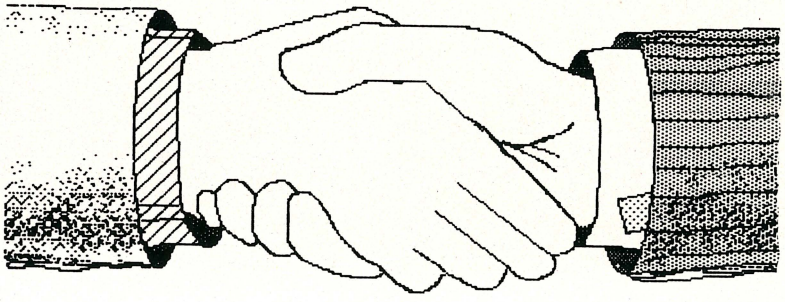
Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
408 996-1010
TLX 171-576

Cooperative Advertising Guidelines



Co-op
Guidelines
Effective
July 1,
1985

1985 Apple Cooperative Advertising Program



Introduction

Welcome to the 1985 Apple Cooperative Advertising Program.

As our advertising partner on the local level, you have the opportunity to take the national Apple message and target it precisely to the needs of your customers. Apple sets the stage by creating brand-name awareness and interest; your follow-up can turn that interest into sales.

This year's guidelines are very similar to previous editions. However, the 1985 program has some important changes to help you make the most of your investment. Please make sure you understand these changes so that you can take full advantage of the program in the months to come.

Throughout 1985, Apple will again be providing you with top-flight tools for effective local advertising. We encourage you to take full advantage of these tools to build traffic, generate interest in Apple products, boost sales, and support special promotions.

Your advertising is as important to us as it is to you. Therefore, please take some time to familiarize—or refamiliarize—yourself with *all* the elements of the 1985 Cooperative Advertising Program.

Program Summary

1. The Apple Co-op Advertising Program allows dealers to accrue a budget for local advertising. The accrual will be equal to 3% of the total net shipments of products a dealer purchases from Apple Computer each month.

2. Based on this accrued budget, Apple will pay up to 75% of net advertising costs (at local retail rates, less all discounts and rebates) for actual space or time devoted to Apple products, **provided that a) dealer has sufficient co-op accrual, and b) the advertising complies with the terms and conditions of the program.** In other words, Apple can reimburse up to three dollars for each four dollars a dealer spends on qualifying advertising.

3. The month following each purchase begins a six-month period in which the dealer can spend the advertising budget accrued from that purchase. Claims submitted for advertising reimbursement are reviewed for compliance with the Co-op Advertising Guidelines by Apple's auditing agency, IDC Co-op Control. Claims are credited against the oldest available accruals. Any month's accrued budget not spent within the six-month period will expire (see chart).

4. **All claims must be submitted within 90 days from the date the ad is run. Dealers are not reimbursed for late submissions.**

January	February	March	April	May	June	July	August	September
Dollars Accrue							Jan. Accrual Expires	
	Dollars Accrue							Feb. Accrual Expires
		Dollars Accrue						

General Terms and Conditions

The Apple Co-op Advertising Program is designed to be fair, flexible, and adaptive to your needs. Please make sure that you understand the terms and conditions of the program to maximize your retail advertising effort.

1. Advertising must not be misleading as to price, product features, or specifications, or be in violation of any federal or state law, municipal ordinance, or administrative agency rule or regulation.

2. All Apple products featured in an ad must meet descriptive copy, product illustration, logo and trademark requirements. Advertising that only specifies Apple products (with the exceptions of peripherals and software) will not be reimbursed. (The Descriptive Copy Requirements section that follows should be referred to for specific details.)

3. *Descriptive Copy Requirements*
The purpose of Apple's Co-op Program is to provide authorized Apple dealers with an advertising budget whereby dealers may advertise Apple products at the local or retail level. The content of such advertising should reflect Apple's national advertising as well as the unique attributes of the authorized Apple dealer.

To more clearly establish Apple's product and brand identities, Apple has developed new descriptive copy standards which require that one or more of the following key product messages be included in all advertising copy: Apple product benefits, solutions, applications, or product positioning.

Key selling messages can be built around the following themes:

- Product Solutions
- Product Expandability
- Product Versatility
- Product Ease of Use
- Product Popularity
- New Product Enhancements
- Product Competitive Advantages

Refer to pages 19 and 20 for descriptive copy examples.

4. *All dealer co-op ads must comply with Apple logo and trademark guidelines. The supplemental Authorized Apple Dealer Logo and Trademark Guidelines booklet should be referred to for specific details.*

5. Co-op accruals are not transferable.

6. The co-op fund is available only during the six-month rolling accrual period in which it is earned; it cannot carry over into the next period.

7. **Any suspected error or discrepancy regarding a dealer's Co-op Advertising Accrual and Credit Statement or claim audit must be reported to Apple in writing within 30 days; otherwise, the dealer loses his opportunity to request a reaudit or accrual adjustment.**

8. Reimbursement for advertising that includes or mentions hardware products other than Apple products is based on the actual cost of the Apple portion of space or time, provided all co-op requirements are met. Dealers will be reimbursed for a proportionate share of the headline and dealer identification.

9. *Advertising that features software as part of an Apple product application or solution may receive full reimbursement provided the software feature does not exceed 25% of the total Apple ad.*

10. Advertising that mentions dealership locations not authorized to sell Apple products must state clearly that Apple products are available only at the authorized locations. Dealers are reimbursed a prorated portion for such ads. This portion is based on the number of authorized locations listed in the ad. Failure to comply with this condition means loss of reimbursement.

11. If an ad is shared by two or more dealers, written prior authorization from Apple is required to receive reimbursement. Reimbursement is based on the proportionate share of each dealer's participation in the ad.

12. Reimbursement for media is limited to qualifying media serving the dealer's local trading area. Regional or state-wide editions of magazines and newspapers qualify for reimbursement, but they must receive written prior authorization from Apple.

13. Apple does not directly reimburse a publication, broadcasting station, or any other supplier for advertising costs incurred by a dealer.

14. Apple Computer national advertising may not be reprinted or rebroadcast without written permission from Apple Computer.

15. If a dealer's authorized status is terminated for any reason, the entire unused co-op advertising budget automatically expires after all claims made before the effective date of termination are charged to it.

16. Apple may terminate or modify this Co-op Program upon 15 days notice to dealers. Such termination or modification does not affect claims for advertisements run before the effective date of the termination or modification.

Program Procedures

The following points outline the procedures for requesting and receiving co-op advertising reimbursement.

1. Submit all co-op advertising claims with required documentation within 90 days of advertising date to:

APPLE COMPUTER, INC.
C/o IDC Co-op Control
P.O. Box 3500
Reseda, CA 91335
(818) 989-6293

2. For media requiring prior approval, submit all Prior Approval Requests to:

APPLE COMPUTER, INC.
Co-op Advertising Department
10201 N. De Anza Boulevard, 23H
Cupertino, CA 95014
(408) 973-3559

Any advertising or media requiring prior approval that is utilized before such approval is granted by the Co-op Advertising Department is subject to denial of reimbursement.

3. After an audit to determine compliance with Apple's Co-op Guidelines, IDC Co-op Control notifies the local Apple Regional Credit Manager of the results. The credit manager, in turn, notifies the dealer of the audit results through a credit memo/statement issued to the dealer's account. COD customers should contact their local credit manager for issuance of a check.

4. If the current available co-op budget does not cover the total amount reimbursable on the claim, IDC will issue credit to the limit of available accrual.

5. All claims are considered closed upon submission. Additional co-op credit may not be applied at a later date against anticipated accruals.

6. All claims must be submitted within 90 days from the date the ad is run.

7. If a dealer's co-op accrual drops below zero due to a deduction for participation in any Apple sponsored media program, or for any other reason, the entire debit is due to Apple immediately. **This debit cannot be offset by anticipated co-op budget accruals or credits from Apple.**

8. On the 15th of each month, the dealer is sent a Co-op Advertising Accrual and Credit Statement reflecting his net co-op budget, based on the preceding month's purchases. Also included on the statement is current itemized claim activity, indicating credit and remaining co-op funds available. A second statement is generated at the end of the month, reflecting claim activity for the preceding two weeks (if any activity occurred).

9. **Under no circumstances can a dealer deduct the amount of his advertising claim from a merchandise invoice due Apple, prior to receipt of a credit memo.** Such practice is contrary to the dealer contract and Federal Trade Commission regulations governing this Cooperative Advertising Program. Failure to abide by these rules will be cause for dealer termination.

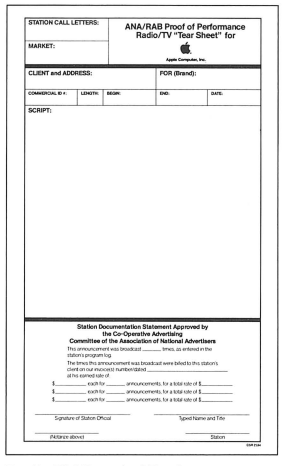
10. **Apple-sponsored Co-op Programs.** Accrual balances for dealers electing to participate in Apple-sponsored co-op programs, such as newspaper dealer listings, are debited on the date specified at the time of sign-up. These deductions take precedence over any other dealer claims and are identified on the dealer statement.

Program Forms

To ensure prompt reimbursement, the appropriate forms should be used when filing co-op claims or requesting prior authorization. These forms can be ordered from the Apple Support Center, just like any other Apple product. They are found in the Dealer Price List (see Miscellaneous Sales Support Items).

Co-op Advertising
Prior Authorization Request PA-B No.

Prior Authorization Request
P/N A2F0076-B


STATION CALL LETTERS:
ANA/RAB Proof of Performance Radio/TV "Tear Sheet" for
MARKET:
Apple Computer, Inc.
CLIENT and ADDRESS:
PGM (Brand):
COMMERCIAL ID #:
LENGTH:
REGION:
END:
DATE:
SCRIPT:
Station Documentation Statement Approved by the Co-Operative Advertising Committee of the Association of National Advertisers

Radio/TV Proof of Performance
Tearsheet P/N A2F0016

Co-op Advertising
Claim Form Claim No. C No.

Apple Computer Co-op Claim Form
P/N A2F0065-C

Newspapers, Magazines, Local Publications, and Free Circulation Newspapers

Prior Approval Required

No. (Exceptions: National, regional, and statewide magazines.)

Media Requirements

1. Local and college newspapers, preprinted newspaper inserts, and ads in special supplements qualify. Such publications:

- Must be accredited, regularly published media distributed in your local trading area.
- Must have a printed rate schedule and circulation statement that can be verified.
- Must contain at least 25% news or editorial.

2. Programs of college sports tournaments, professional teams, and local community events also qualify.

3. National, regional, and statewide magazines and newspapers require prior authorization.

Mechanical Requirements

1. All camera-ready ad material provided by Apple for co-op use automatically qualifies.

2. **Ad size or space devoted to Apple products must be a minimum of 2 columns x 3.5 inches.**

3. Ads must include an illustration of each Apple product featured.

4. *Ads must contain* ***DESCRIPTIVE COPY****—copy that identifies the benefits, solutions, applications, or positioning of the Apple product(s) being advertised. Model specifiers, sale dates, and prices are not considered descriptive copy.*

5. The Authorized Apple Dealer logo or the words "Authorized Apple Dealer" must appear prominently in each ad.

6. **All logo and trademark requirements must be met.** The supplemental Logo and Trademark Guidelines booklet should be referred to for specific details.

Reimbursement

1. Up to 75% of actual space costs (less frequency discounts and rebates) at local retail rates.

2. Apple will pay a prorated portion of ads in which other companies' hardware products are featured or mentioned, as long as all other requirements are met. *Ads including software as a component of an Apple product application or solution may receive full reimbursement, provided the software feature does not exceed 25% of the total Apple ad.*

3. Newspaper advertising allowances are redeemable only by the dealer whose name appears on the ad. Apple will not reimburse for production costs, agency fees, or any costs other than basic space costs.

Claim Documentation

1. Completed Apple Co-op Claim Form.

2. Copy of the original paid media invoice, including ad size, contract rate, total cost and date of each ad.

3. One full-page tear sheet of ad for each time ad appears, showing the name and date of the publication.

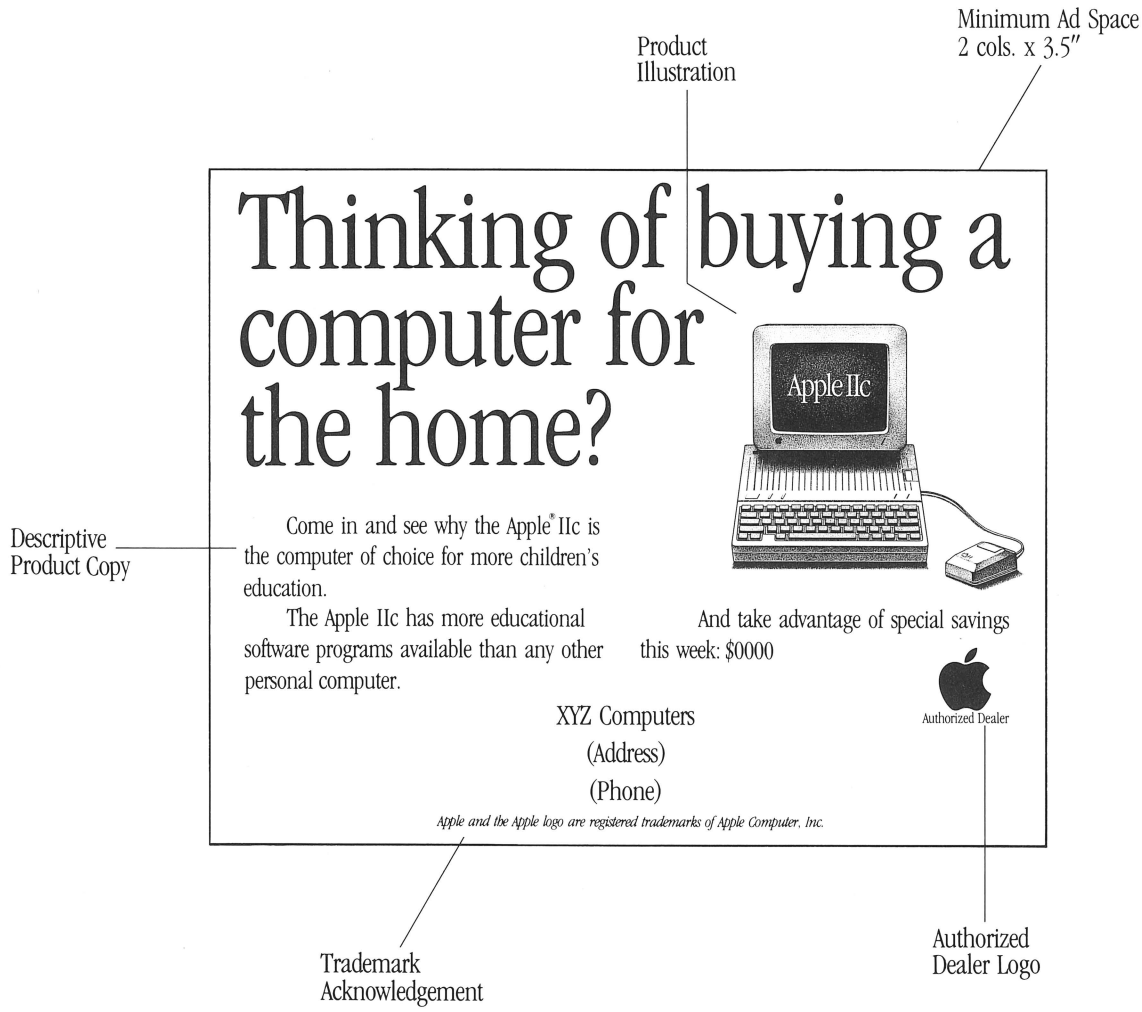
4. Copy of the Prior Authorization Request approved by Apple Co-op Department, when necessary.

Print Advertising Checklist

The following example demonstrates the elements you need to include in your print advertising to qualify for co-op reimbursement.

In order for Apple's products to be advertised most effectively, the following elements should be included in a minimum ad space of 2 columns x 3.5″ or the equivalent.

Make sure you consider this checklist when creating your own ads.


Minimum Ad Space
2 cols. x 3.5″
Product
Illustration
Thinking of buying a computer for the home?
Apple IIc
Descriptive
Product Copy
Come in and see why the Apple® IIc is the computer of choice for more children's education.
The Apple IIc has more educational software programs available than any other personal computer.
And take advantage of special savings this week: $0000
Authorized Dealer
XYZ Computers
(Address)
(Phone)
Apple and the Apple logo are registered trademarks of Apple Computer, Inc.
Trademark
Acknowledgement
Authorized
Dealer Logo

Radio Advertising

Prior Approval Required

No.

Media Requirements

All FCC-licensed radio stations qualify.

Mechanical Requirements

1. All prerecorded broadcast material provided by Apple for co-op use automatically qualifies. Dealer may not alter or modify material in any way, or air a commercial beyond its specified expiration date.

2. The identification of Apple products, "Apple," or "Apple Computer" must be made at least as often as the dealer's name, or any other manufacturer's product.

3. For full reimbursement, 75% of radio advertising time must be devoted to Apple and must mention or feature Apple and/or its products. Dealer identification is not to exceed 25%.

4. All commercials must state you are an authorized Apple dealer.

Reimbursement

1. Up to 75% of actual air time cost, at local retail rates.

2. Apple will not reimburse for production costs, scripting, agency, talent, or sponsorship fees.

3. Apple will pay a prorated portion of commercials in which other companies' products are featured or mentioned, as long as all other requirements are met. *Ads including software as a component of an Apple product application or solution may receive full reimbursement, provided the software feature does not exceed 25% of the total Apple ad.*

Claim Documentation

1. Completed Apple Co-op Claim Form.

2. Notarized copy of the ANA/RAB Electronic Proof of Performance Tear Sheet, or a notarized script provided by the radio station, stating number of ads run, date of each ad, rate per spot, and total cost, along with a corresponding invoice.

3. Original station invoice showing actual net rate of each commercial, with length, time, and date each spot ran.

TV Advertising

Prior Approval Required

No.

Media Requirements

All FCC-licensed TV stations and cable stations qualify.

Mechanical Requirements

1. All prerecorded broadcast material provided by Apple for co-op use automatically qualifies. Dealer may not alter or modify material in any way, or air a commercial beyond its specified expiration date.

2. The identification of Apple products, "Apple," or "Apple Computer" must be made audibly at least as often as that of the dealer's name, or any other manufacturer's product.

3. For full reimbursement, 75% of TV audio and visual time must be devoted to Apple and must feature Apple and/or its products. Dealer identification is not to exceed 25%.

4. The Authorized Apple Dealer logo or the words "Authorized Apple Dealer" must appear prominently in each commercial.

5. TV commercials must visually feature Apple products favorably and in equal share to other products.

Reimbursement

1. Up to 75% of actual air time cost, at local retail rates.

2. Apple will not reimburse for production costs, scripting, agency, talent, or sponsorship fees.

3. Apple will pay a prorated portion of spots in which other companies' products are featured or mentioned, as long as all other requirements are met. *Ads including software as a component of an Apple product application or solution may receive full reimbursement, provided the software feature does not exceed 25% of the total Apple ad.*

Claim Documentation

1. Completed Apple Co-op Claim Form.

2. Notarized copy of the ANA/RAB Electronic Proof of Performance Tear Sheet, or a notarized script provided by the television station, stating number of ads run, date of each ad, rate per spot and total cost, along with a corresponding invoice.

3. Original station invoice showing actual net rate of each commercial, with length, time, and date each spot ran.

4. Copy of storyboard.

Yellow Page Display Ads

Prior Approval Required

Yellow Pages	Neighborhood Directories
No.	Yes.

Media Requirements

Research shows that neighborhood directories are not yet established as viable replacements for or supplements to the Yellow Pages. Therefore, Apple does not recommend advertising in neighborhood directories and, in most cases, does not reimburse such advertising.

Mechanical Requirements

1. Apple reimburses display ads only.

2. The Authorized Apple Dealer logo or the words "Authorized Apple Dealer" must appear prominently in each ad.

3. Display ads larger than double-quarter column size must illustrate Apple Computer's merchandise.

4. **All logo and trademark requirements must be met.** The supplemental Logo and Trademark Guidelines booklet should be referred to for specific details.

Reimbursement

1. Up to 75% of the actual space occupied by Apple Computer in display advertising, plus reimbursement for a portion of dealer headline area, not to exceed 25%.

2. Reimbursement will be based on prorated square-inch or column rate of dealer's local market directories.

3. Apple will not reimburse costs for color ink.

Claim Documentation

FULL-YEAR OR MONTHLY REIMBURSEMENT

1. Completed Apple Co-op Claim Form.

2. Actual Yellow Pages tear sheet for each directory.

3. A Co-op Confirmation Report for each directory, including monthly and yearly breakdown of charges.

Yellow Pages
National Trademark Listing Program

Under Apple's trademark listing in the computer section, a dealer's store can be listed for a small fee.

For assistance regarding the National Trademark Program, the dealer should contact:

WAHLSTROM WEST
2200 W. Artesia Boulevard
Compton, CA 90220
(213) 635-8030
ATTENTION: Apple Computer Account Group

Direct Mail; Product Mailings, Store Brochures

Prior Approval Required

No.

Media Requirements

Generally speaking, dealer newsletters do not qualify. However, newsletters that devote specific ad space to Apple products will be reviewed for co-op reimbursement provided a Prior Authorization Request is submitted to Apple.

Mechanical Requirements

1. No more than 25% will be reimbursed on dealer identification.

2. Piece must include an illustration of each Apple product featured.

3. *Direct mail pieces must contain* **Descriptive Copy***—copy that identifies the benefits, solutions, applications, or positioning of the Apple product(s) being advertised. Model specifiers, sale dates and prices are not considered descriptive copy.*

4. The Authorized Apple Dealer logo or the words "Authorized Apple Dealer" must appear prominently in each ad.

5. *Store brochures must devote specific ad space to Apple products and include a "call to action" (a motivating impetus to visit store). Apple will not reimburse general editorial space as contained in store newsletters.*

6. Brochures must prominently include the following statement (or the equivalent) on each page on which Apple products are shown and on all order forms: "Apple products are not available by telephone or mail order. Come into our store for a hands-on demonstration."

7. **All logo and trademark requirements must be met.** The supplemental Logo and Trademark Guidelines booklet should be referred to for specific details.

Reimbursement

1. Up to 75% of list rental cost.

2. Up to 75% of printing costs only. Apple will not reimburse for layout, design, production, photography, or agency fees.

3. Up to 75% of postage costs.

4. Apple will pay a prorated portion of direct mail flyers in which other companies' hardware products are mentioned, as long as mechanical requirements are met. *Ads including software as a component of an Apple product application or solution may receive full reimbursement, provided the software feature does not exceed 25% of the total Apple ad.*

Claim Documentation

1. Completed Apple Co-op Claim Form.

2. One copy of the direct mail piece, and an itemized printer's invoice.

3. Postal receipts noting quantity, weight, and date mailed.

4. If mailing is done in-house, a signed letter from an officer of the company is required, stating the quantity mailed and the breakdown of printing and postage costs.

Billboards, Transit Advertising

Prior Approval Required

Yes. Billboards will not be reimbursed without prior approval from Apple.

To receive prior approval, the dealer must submit a completed Co-op Prior Authorization Request to Apple Computer, along with the following items:

- A complete graphic illustration of the proposed sign or billboard.
- An estimate from the advertising company showing the months the billboard will be displayed and the breakdown of production costs for the entire billboard.

Media Requirements

Not applicable.

Mechanical Requirements

1. Billboards and signs must contain the Authorized Apple Dealer logo. The Apple logo must be at least one-third the size of the dealer's name.

2. *Apple will not reimburse for billboards that mention or feature other manufacturers' or their products.*

3. All artwork is subject to Apple approval. The supplemental Logo and Trademark Guidelines booklet should be referred to for specific details.

4. Refer to the next page for guidelines on billboard layouts.

Reimbursement

1. Up to 75% of space rental; up to 75% of certain costs related to production and installation of billboard.

2. Apple will not reimburse for layout, design, photography, talent, and/or agency fees including commissions.

Claim Documentation

1. Completed Apple Co-op Claim Form.

2. Photo of billboard.

3. Itemized invoice showing months posted and number of Apple boards.

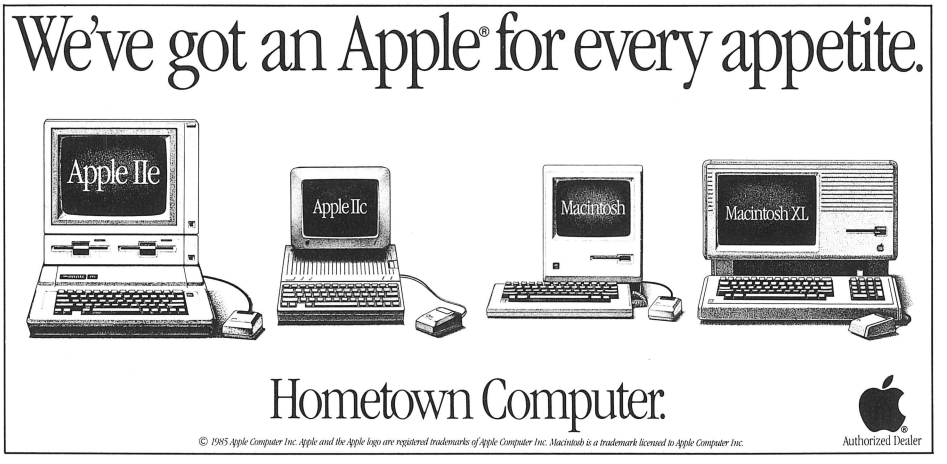
4. Itemized invoice of production/installation costs submitted for reimbursement consideration.

5. Copy of Prior Authorization Request approved by Apple Co-op Department.

Billboard Example

The layout that follows illustrates Apple's guidelines for creating billboard advertising. Please make sure that you consider these guidelines before designing your own billboards: **All artwork must be approved by the Apple Co-op Department prior to production.**

- The Apple name must be ITC Garamond Condensed (Apple typeface).
- The Apple logo must always appear in lower righthand corner and be accompanied by the words "Authorized Dealer."
- On painted billboards, the color Apple logo (colored bars) must be used.
- The message and store directions should be as brief as possible.
- *Apple does not offer co-op reimbursement for billboards containing other manufacturers or their products.*


We've got an Apple® for every appetite.
Apple IIe
Apple IIc
Macintosh
Macintosh XL
Hometown Computer.
© 1985 Apple Computer Inc. Apple and the Apple logo are registered trademarks of Apple Computer Inc. Macintosh is a trademark licensed to Apple Computer Inc.
Authorized Dealer

Outdoor Signage

Prior Approval Required

Yes. Outdoor signs may not be produced until the dealer receives prior approval from Apple on the artwork.

1. The dealer must submit a completed Co-op Prior Authorization Request to Apple Computer, along with:

- A complete graphic illustration of the proposed sign.
- The proposed location of the sign in relation to the dealer's store.
- An itemized estimate of production costs to be incurred.

Media Requirements

Not applicable.

Mechanical Requirements

1. Signs must contain the Authorized Apple Dealer logo.

2. The Authorized Apple Dealer logo must be at least one-third the size of the dealer's name.

3. Apple will reimburse dealer for signage that is shared with another manufacturer, as long as sign fulfills Apple's minimum spacing requirements (as clarified in the Logo and Trademark Guidelines).

4. All artwork is subject to Apple aproval. The supplemental Logo and Trademark Guidelines booklet should be referred to for specific details.

Reimbursement

1. Up to 75% of the cost of manufacturing, installation, and rental of sign.

2. Apple will not reimburse for layout, design, photography, or agency fees.

Claim Documentation

1. Completed Apple Co-op Claim Form.

2. Photo of sign.

3. Itemized invoice showing installation date and complete breakdown of costs.

4. Copy of Prior Authorization Request approved by Apple Co-op Department.

Trade Shows, Seminars, Workshops

Prior Approval Required

Yes.

1. The dealer must submit a completed Co-op Prior Authorization Request to his Apple Sales Representative, along with:

   - An estimate of expenses for space rental, invitations, and supporting advertising costs.
   - Specific details of event (date, product, audience, etc.).

Media Requirements

The following qualify for reimbursement:

1. Space rental cost.

2. Invitations.

3. Advertising support in media outlined in this co-op program.

Mechanical Requirements

All advertising support must meet basic requirements outlined in its media category.

Reimbursement

1. Up to 75% of the cost of rental space.

2. Up to 75% of qualifying advertising support.

3. Non-advertising costs or personal expenses (such as hotel, food, transportation, audio-visual equipment, electrical hook-up, and shipping costs) are not reimbursable.

Claim Documentation

1. Completed Apple Co-op Claim Form.

2. Approved Prior Authorization Request signed by the Apple Sales Representative.

3. Itemized invoice for space cost, room, or booth rental fee.

Product Giveaways, Auctions, (Miscellaneous)

Prior Approval Required

Yes. Generally speaking, Apple will reimburse only those items included in the Guidelines. Dealers with special requests must receive prior approval from Apple.

The dealer must submit a completed Co-op Prior Authorization Request to Apple Computer, along with any supporting materials to back up the request.

Media Requirements

Equivalent media value must be obtained in exchange for the retail value of a giveaway.

Mechanical Requirements

Only one basic Apple system will be reimbursed for each product giveaway or auction.

Reimbursement

Up to 75% of portion approved on Prior Authorization Request.

Claim Documentation

1. Completed Apple Co-op Claim Form.

2. Copy of Prior Authorization Request approved by Apple Co-op Department.

3. Invoice or other documentation to substantiate the claim.

Examples of descriptive copy statements that *DO* meet Apple requirements are:

Apple *IIe*

The Apple® IIe Professional System. The IIe Professional System is the perfect small business tool. It includes 128K, DuoDisk™ and Monitor IIe, and it also has the expandability that business people are looking for. The IIe Professional System has over 10,000 programs available for it, and those programs include some of the finest business programs ever developed.

The Apple® IIe can run the world's largest library of personal computer software—over 10,000 different programs. Not only the latest advanced programs for all the standard business applications including word processing, spreadsheets, data base management, and accounting—but also thousands of highly specialized programs for every area of human endeavor.

Apple *IIc*

Apple IIc
For Home. For Work.
For Everywhere in between.
Compact, yet powerful.

Holiday Computer System consists of the Apple® IIc, Monitor IIc and Monitor Stand. You get the power of 128K and the flexibility of over 10,000 available programs. This is the same computer your children use in school. Use it to learn arithmetic, spelling, foreign languages, or study for the S.A.T. More education is available for the IIc than for any other computer.

Macintosh

Come See Macintosh™
The Computer for the rest of us.
Why Macintosh?
Because it's the most powerful personal computer in the world!
Because you can learn to use it in hours, not weeks!
Because it runs hundreds of business software programs!

The 512K Macintosh™
Announcing Apple's new 512K Macintosh computer that combines easy-to-use "mouse technology" with more speed and four times the storage of the original Macintosh. See it run a wide variety of software. Three hours of system training included with your purchase.

Save $000
Macintosh™ is worth a bundle to your business. As your needs grow, so does Macintosh. Plus, now we're offering a complete office system that won't cost...well, a bundle. You get our 512K memory Macintosh with keyboard, mouse and built-in drive, plus;

- Second external drive
- The Image Writer high-quality dot matrix printer
- MacWrite and MacPaint software
- Our two hour orientation class

Macintosh now appearing in better businesses everywhere.

Advertising that merely states product features, model specifiers, sale dates, and prices *does not* meet descriptive copy requirements. Examples of descriptive copy statements that DO NOT meet Apple requirements are:

Apple II

Apple IIe

- 128K Memory
- Apple DuoDisk™
- Apple Monitor II
- 8 Expansion slots

Apple® Systems

IIc Complete Family/Home System..... $0000

128K IIc computer, 9″ monitor IIc and stand, second drive with Scribe® printer. *Price quoted is after $00 Apple rebate. Store price is $0000.

IIe Complete Professional/Home System..... $0000

128K IIe ImageWriter™ printer with interface DuoDisk™ 80 column card 12″ monitor IIe.

Macintosh

Macintosh™—Special savings on our Business Bundle $0000. Includes:

- 128K
- Two Disk Drives
- ImageWriter™
- MacWrite™
- MacPaint™

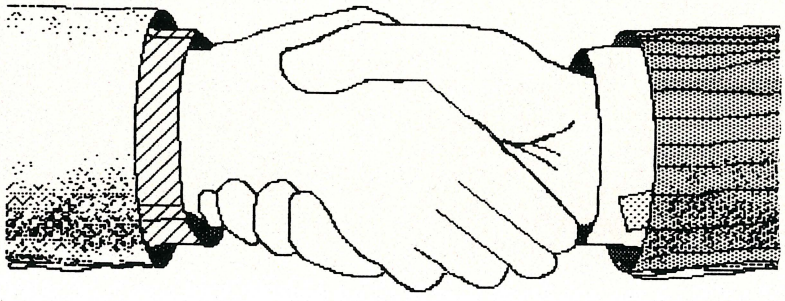
128K Macintosh™—Personal Computer Pac..... $0000

Pac includes Macintosh computer ImageWriter printer and cable, MacWrite and MacPaint.

512K Macintosh™—This week only—Business Computer Pac..... $0000

Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
408 996-1010
TLX 171-576

Authorized Apple Dealer Logo and Trademark Guidelines



Use of the Apple Name and Logo

Some manufacturers permit widespread use of their name and logo. Apple does not. The Apple name and logo (the rainbow-striped or black silhouette apple with a bite removed) may only be used by authorized Apple dealers in connection with the advertising, promotion, sales, service, and support of Apple products.

The Apple name and logo may not be used to advertise other vendors' products—whether for use with Apple products or not—nor may they be used for general dealer promotions not specifically related to Apple products.

The word Apple should be used only to denote Apple Computer, Inc., and/or products manufactured by or especially for Apple.

Apple Computer has revised its logo and the requirements for placing copy around it. If the words "Authorized Dealer" are used in conjunction with the logo, they must be placed to the right of or centered below the symbol, in accordance with the minimum spacing requirements (see Design Standards section). Apple Computer no longer permits the words "Apple Computer," "Apple," or any other word to come directly out of the bite.

Correct Logo

Authorized Dealer Signature

Authorized Dealer

The first use of the Apple name to apply to the Apple brand of personal computers should be followed by either the words "personal computer," "computer," or the specific model name, such as IIe or IIc.

The Apple name and trademark should not be included or incorporated as part of any dealer or product names (for example, "Apple-Stat" for a statistics software package, or "Apple-crate" for a computer desk).

The Apple name should only be used to denote compatibility, i.e., that a given piece of hardware will operate in conjunction with Apple hardware or that a given software program will run on an Apple system in the following way:

"Product X for use with your Apple® IIe personal computer."

A software product may also be said to "run on," or be "for use with," or "compatible with" Apple personal computers. However, compatible products may not be called "Apple software," or be referred to in any other way that implies that the product is produced, endorsed, or supported by Apple.

Trademark Usage

A trademark should always be used as an adjective to identify products having a particular manufacturer; it is a brand, and should never be used as a noun. The trademarked name should always be in another typeface or with its first letter capitalized to distinguish it from the surrounding text.

The first use of an Apple trademark in any printed material must include proper notice of trademark registration (superscript TM, SM or ®). In addition, with the exception of store signage, billboards and business cards, advertisements and other printed materials should also include the credit line, "Apple is a registered trademark of Apple Computer, Inc." If both the Apple name and logo are used, the credit line should read "Apple and the Apple logo are registered trademarks of Apple Computer, Inc." (A single registration mark will suffice if the logo and the word "Apple" are shown together as Apple's corporate identification.)

When referring to either Apple personal computers or any system in the Apple II line, the registered mark is "Apple," not, for example, "Apple IIe." Accordingly, that registration should be shown as Apple® IIe or Apple® personal computers. The word "Apple" is trademarked only when used to denote a product, not the company trade name. Therefore, "Apple® Computer, Inc." is incorrect.

• Apple's registered trademarks (to be marked with an ®) include:

Apple®
The Apple logo
Disk II®
Diskware®
DuoFile®
Fileware®
Lisa®
QuickFile®
ProDOS®
Silentype®
The Macintosh logo

The proper credit line for registered trademarks is: "_____ is a registered trademark of Apple Computer, Inc."

• Apple's trademarks (to be marked with a TM) include:

ImageWriter™
DuoDisk™
Professional Solutions™
ProFile™
UniDisk™
UniFile™
AppleWorks™
AppleWriter™
MacDraw™
MacFest™
MacPaint™
MacProject™
MacTerminal™
MacWorks™
MacWrite™
AppleLine™
AppleTalk™

The proper credit line for trademarks is: "_____ is a trademark of Apple Computer, Inc."

• Apple's licensed trademarks (to be marked with a TM and ®, respectively) include:

Macintosh™
Macintosh™ XL
The Macintosh™ Office
Scribe®

The proper credit line for each is: "_____ is a trademark licensed to Apple Computer, Inc."

• If more than one trademarked product is mentioned, the credit lines may be combined as in the following example:

"Disk II, QuickFile, and Silentype are trademarks of Apple Computer, Inc."

If some trademarks are registered and some are not, the credit line does not mention registration as in the following example:

"Disk II, ProFile, and Silentype are trademarks of Apple Computer, Inc."

• Apple services with service mark pending (to be marked with an SM) include:

AppleCare℠
AppleFest℠
The "Wheels for the Mind" logo

The proper credit line for pending service marks is "_____ is a service mark of Apple Computer, Inc."

Use of the Macintosh and Scribe Trademarks

Macintosh and Scribe are both trademarks licensed to Apple Computer and should not be shown as being owned by Apple. Accordingly, both names should be shown with the proper notice of trademark registration (superscript TM and ®, respectively) the first time they are used in printed material (for example, Macintosh™ or Scribe®).

Any time the Macintosh or Scribe name is used in print advertising, a credit line must be included. The proper credit line for either is: "_____ is a trademark licensed to Apple Computer, Inc."

Dealer advertisements may not use the term "Mac" on its own, or incorporated as part of any dealer product name not owned by or licensed to Apple. However, software packages offered by Apple or third parties having a "Mac" prefix in the product name may be used in advertising (for example, "MacPaint software for the Macintosh computer").

As with the Apple brand name, the first reference to Macintosh should be followed by the word "computer." (For example, "Here's another wonderful product that runs on your Macintosh computer.")

Dealer advertisements that use the term "Mac," or fail to include the proper credit line for Macintosh and Scribe will be denied co-op advertising reimbursement.

Design Standards

The following is a general outline of the design rules governing the use of the Apple name and logo.

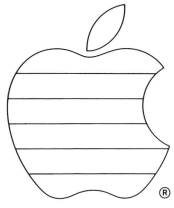
The Apple name and logo must only be used in their proper form. They should be accurately shown in standard proportion and orientation, not distorted, rotated, or reversed. They should not be outlined or italicized, nor should anything be superimposed on them.

Correct Logo

Silhouette logos should be executed only in the single colors black, Apple red or PMS 422 gray. No tonal or textured screenings should be used.

The logo color-stripes should be reproduced only in proper order, color value, and density. Black-and-white copies of the color-bar logo should never be used. The Apple colors always butt to one another and never overlap. They are never separated by a white or dark line.

When reproducing the Apple logo in full color, specify each color using the Pantone Matching System (PMS) as indicated below.



Green		PMS 368
Yellow		PMS 123
Orange		PMS 165
Red		PMS 186
Purple		PMS 253
Blue		PMS 299

Any time the words "Authorized Dealer" are used in conjunction with the logo, they must appear in ITC Garamond, Book Roman typestyle, condensed to 80% of Roman.

Authorized Dealer

Authorized Dealer

Use of the Apple logo must meet the minimum spacing requirements to ensure that it is presented in an area free from distracting or confusing visual elements, such as copy, patterns, or photos.

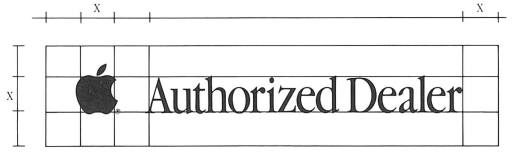
Neither the Apple name nor the logo should be incorporated into any other mark or symbol or be used as a border on any ad. Dealer publications, advertising, packaging, and/or print materials connected with computer products should not contain any representation of an apple or any other fruit that resembles the Apple logo.

If the Apple logo is used on store signage, stationery, or business cards, care must be taken that the overall impression created is that the dealership is an authorized seller of Apple products, not that the dealership is Apple or that the logo belongs to the dealership.

How to establish proportional width

Proportional width
is established by
the following means:

The minimum clear space required on all sides of the symbol is X—where X equals the proportional width established for the symbol.



Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
408 996-1010
TLX 171-576

REGION: (A) NORTHWEST
DISTRICT: (AS) SEATTLE RETAIL
FUND: REGULAR
DATE: 11-15-84

Statement Date—
- 15th of month reflects previous month's accruals and claim activity.
- End of month reflects claim activity only.

APPLE COMPUTER
1985 CO-OP ADVERTISING
ACCRUAL AND CREDIT STATEMENT

52999999
XYZ COMPUTER STORES
THOMAS SMITH
123 MAIN ST.
BELLEVUE, WA 98002

Dealer Account Number—
Give this number to Apple when questioning your statement.

APPLE CLAIM	CLAIM DATE	STORE OR RETAILER	MEDIA OR COMMENT / ACCRUAL PERIOD	AD DATES <FIRST - LAST>		ACCRUAL PRODUCT / AMT	AMOUNT APPROVED	AMOUNT DENIED	KEY	TOTAL CURRENT CLAIMED	TOTAL CURRENT CREDIT
		52999999	OCT ACCRUAL MACINTOSH			1,513.11					
A33000	09/15/84	52999999	BELLEVUE TIMES	08 AUG	08 AUG	MAC	500.00		1	500.00	500.00
A33767	10/25/84	52999999	BELLEVUE TIMES	08 SEP	08 SEP	LISA	200.00	150.00	S	350.00	200.00
A33768	10/25/84	52999999	KTLX	09 SEP	11 SEP	MAC	1,600.00	200.00	O	1,800.00	1,600.00
A33769	10/30/84	52999999	BELLEVUE JOURNAL	10 OCT	10 OCT	MAC	550.00			550.00	550.00
										3,200.00	2,850.00

(Additional Credit Issued) (Credit Cannot Be Issued)

********** [KEY: NUMBER CODES (ADJUSTED AUDIT), LETTER CODES (DENIED CLAIMS)] **********

1 DOCUMENTATION SUPPLIED.
S PRORATED DUE TO OTHER MANUFACTURERS IN AD.
O SUBMIT A NOTARIZED ANA/RAB OR ANA/TVB FORMAT OR EQUIVALENT SPECIFYING FREQUENCY, COST AND TIME FOR KTLX SEP 10.

Explanation of Codes

***RESUBMIT COPY OF THIS STATEMENT WITH MISSING DOCUMENTATION WITHIN 30 DAYS

Must provide additional documentation within 30 days of statement date.

Applies to dealers who have purchased other dealerships. In cases like this, funds are transferred into the new account.

Refers to Apple sponsored Regional Programs whereby Apple deducts funds for participation in local media buys, paying directly for media costs.

Balance of accrual remaining. Must be spent by 12/31/84.

Refers to the final date an ad can run to use the balance.

STATEMENT SUMMARY

PRIOR CO-OP BALANCE		21,209.64
CURRENT ACCRUAL	1,513.11	
CURRENT TRANSFER	0.00	
CURRENT DIRECT PAY MEDIA	0.00	
CURRENT CO-OP CREDIT DENIED	350.00	
CURRENT CO-OP CREDIT APPROVED	**2,850.00**	
REMAINING CO-OP AVAILABLE		19,872.75

MON	ACCRUAL	CREDIT	TRANSFER & DIRECT PAY	BALANCE	AD TO RUN BY
JAN	2,054.34	2,054.34			EXPIRED
FEB	2,476.27	1,626.27	850.00		08/31/84
MAR	3,891.83	3,891.83			09/30/84
APR	3,756.90	3,756.90			10/31/84
MAY	6,148.41	6,148.41			11/30/84
JUN	9,755.85	1,665.65		8,090.20	12/31/84
JUL	4,194.45			4,194.45	01/31/85
AUG	5,069.19			5,069.19	02/28/85
SEP	1,005.80			1,005.80	03/31/85
OCT	1,513.11			1,513.11	04/30/85
	37,811.81	17,089.06	850.00	19,872.75	

All claims must be submitted within 90 days of ad date.

Amount of Credit Memo issued by Apple for Co-Op.

Beginning Balance.

Credit applied to accrual.

CO-OP STATEMENT NUMBER: 035-0001

PREPARED BY IDC CO-OP CONTROL (818) 989-6293

Apple Co-op Advertising
Guide to Dealer Assistance

1. Local Sales Representative

- Co-op Balance
- Developing an Advertising Plan
- National/Regional Media Schedules
- Interpretation of Co-op Program and Policies

2. Field Marketing Specialists

See reverse for Specialist in your area.

- Assistance on Local Promotions, Merchandising, Public Relations and Advertising
- Interpretation of Co-op Program and Policies
- National/Regional Media Schedules

3. IDC Co-op Control (Claim Auditing Agency) (818) 989-6293

- Follow-up on Status of Claims
- Co-op Balance
- Co-op Statement Clarification (accruals, audit results)

4. Apple Co-op Department (408) 973-3310

- Prior Authorization Requests
- Additional Ad Materials
- Disputes Regarding Claim Audits
- National/Regional Media Schedules
- Interpretation of Co-op Program and Policies
- General Co-op Questions

5. Distribution/Support Centers

- Co-op Credit Memos (Credit Manager)
- Forms
  1. Co-op Claim Form (A2F0065)
  2. Prior Authorization Request Form (A2F0076)
  3. Broadcast ANA/RAB Format Proof of Performance Tearsheet (A2F0016)

Apple Computer Field Marketing Specialists

Pacific Northwest

(AK, ID, MT, OR, WA)

Beth Thompson
Apple Computer
405-114th S.E. #100
Bellevue, WA
(206) 453-0512

(NO. CA, NO. NV)

Dave Rost
Apple Computer
181 Lytton Ave.
Palo Alto, CA 94301
(415) 324-2350

Pacific Southwest

(AZ, CO, HI, NM, SO. CA, SO. NV, S.W. TX, UT, WY)

Milli Aranyi
Apple Computer
1301 Dove St.
Newport Beach, CA 92660
(714) 752-0303

North Central

(IN, KY, MI, MN, ND, NO. IL,OH, SD, W. PA, WI, WV)

Steve Rychly
Apple Computer
President's Plaza Two, 8700 Bryn Mawr Ave.
Chicago, IL 60631
(312) 399-1900

South Central

(AR, IA, KS, LA, NE, OK, MO, TX)

Marianne Morris
Apple Computer
12201 Merit, Suite 700
Dallas, TX 75251
(214) 385-3553

Northeast

(CT, E. PA, DE, NJ, NY)

Larry Herman
Apple Computer
150 Meadowland Pkwy.
Secaucus, NJ 07094
(201) 867-6800

(CT, MA, NH, ME, RI, Upstate NY, VT)

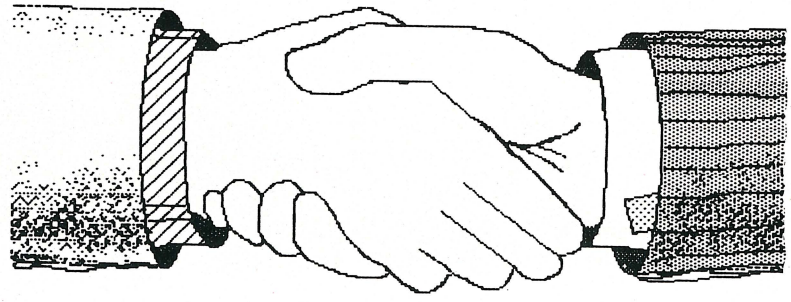
Lee Ekinson
Apple Computer
3 Speen St.
Framingham, MA 01701
(617) 875-7811

Southeast

(AL, DC, FL, GA MD, MS, NC, SC, TN, VA)

John Lippert
Apple Computer
5550-07 Center Dr.
Charlotte, NC 28210
(704) 525-9292

Making Ads



HOW TO ADVERTISE EFFECTIVELY

HOW YOU BENEFIT FROM NATIONAL ADVERTISING

Apple's national advertising creates a solid foundation from which you can sell Apple products. It creates the attitudes and perceptions people have about the products you sell.

In early 1984, the commercial that heralded the introduction of Macintosh was titled "1984." This commercial generated an unprecedented level of interest in what has now become the third industry standard in personal computing. Later that year, Apple followed up the launch of Macintosh with the introduction of the Apple IIc. Again, Apple utilized the technique we call "event marketing" by simultaneously launching a multi-media advertising campaign along with a one-day press event called "Apple II Forever."

The results? Apple's advertising paved the way for an unequaled performance by you, the authorized Apple dealer. Together, such efforts have made both Macintosh and the Apple IIc, the fastest growing brands in the industry.

Apple intends to keep this same momentum in 1985 by creating advertising and promotional programs that will drive sales of our products to new levels. But not without your efforts.

This year, Apple's advertising commitment, both in sheer dollars and level of advertising, will be greater than ever before. You can benefit from this effort by making your advertising message build off Apple's national efforts. Because no matter how well we create superior products, and no matter how well we advertise them, the bottom line is how well you sell Apples. You are the final, vital link.

HOW TO CREATE EFFECTIVE DEALER ADVERTISING

You know already how powerful and positive the Apple image is. Millions of dollars and thousands of hours have been spent to maintain that image. You can capitalize on this enormous investment by creating advertising that "echos" Apple's national efforts, while retaining your own distinct identity. When dealer and national advertising work together, the effectiveness of both can be increased dramatically.

The following materials are all designed to help you further your advertising efforts. Note the similarities of the sample ads to some of Apple's national advertising. Yet the ads remain hard-selling, and dealer oriented. This type of advertising teamwork can only help to generate more sales for you.

DEFINE YOURSELF

Perhaps the first step in developing a sound advertising strategy is to define yourself. Take a look at where you are and where you want to be. Who are your customers? Ask yourself some questions such as: Do I have a unique position in the market that sets me apart from my competitors? Do I have a position in the market to which I can be identified? Can I reposition myself to adapt to a changing product line or market?

DEFINE YOUR MARKET

How heavy is your competition? If you can't outspend them, you can probably outsmart them in advertising strategy. Do you know who you sell to? Are your customers managers, or families, and so on? Can you expand or further develop your sales to each of these markets?

THE PURCHASE PROCESS

A consumer's decision to buy a personal computer takes place in stages, usually over several months.

o The process begins with **awareness/motivation** - the job of Apple's corporate advertising.

o The second phase is **information gathering** - visiting computer dealers, as well as reading computer publications or ads.

o Then comes **clarification** - sorting the data gathered.

o Which leads to **selection** - choosing a particular dealer and/or system.

o And finally, **implementation** - the decision to buy.

Your local advertising is vital to the second stage of this process. So its' content should not be general or educational, but quite specific, of who you are, where you are, what you've got to offer.

DEVELOPING YOUR AD PROGRAM

With a clear-cut advertising road map, you increase your chances of operating a more efficient dealership and staying ahead of the competition.

Be Realistic. Start with your objectives and then spell out specific actions to meet those objectives. Don't expect short-term miracles, but plan for long-term success.

Your Competition - Analyze their strengths and weaknesses, in terms of product, services, and "personality." What should you do to head-off planned features and promotions?

Your Products - You should set up a contingency plan in case certain products experience significant sales increases and decreases.

Evaluate Your Strengths and Weaknesses - Make a list of where you stand relative to other Apple dealers. Can you cash in on strengths, and overcome weaknesses?

Don't Forget Your Basic Business - While the bulk of your spending will probably go for special sales periods, bear in mind that yours is a year-round business. Keep trying for a day-to-day customer awareness of your store.

PLANNING YOUR AD BUDGET

Most computer retailers spend an average of 3-5% of sales on their advertising and promotion budget. For more effective planning, many retailers calculate their budget using a more specific method.

The Co-op Weighted Approach. Start with a smaller ad budget, and add to it the co-op budget you accrue from Apple. This method, versus the straight percentage of sales method, emphasizes the goal of 100% recovery of your co-op budget from Apple. Both methods will yield the same budget figure.

Shown here is an example of the Co-op Weighted Approach:

1. Apple Sales (past 12 mths)	700,000
2. Project Sales (next 12 mths)	1,250,000
3. Cost of Sales (purchase price)	1,000,000
4. Dealer Investment (1-3% line 2)	25,000 (2%)
5. Apple Co-op Accrual (3% of line 3)	30,000
6. Total Media Budget (add lines 4 + 5)	55,000
7. Production Budget (.5-1% line 2)	5,500 (1%)
8. Media Budget	49,500

ALLOCATING YOUR AD BUDGET

Once you've pinpointed areas of your store that could be helped by advertising and promotion, as well as determined your budget, you are now ready to put your plan in action by allocating your dollars. In order to place media efficiently, consider these factors in determining your allocation.

Check your Competition. If you're in a market with very competitive dealers, you may have to "shout" a little louder to be heard. Find out their spending level, and if you can't match it, think of other possibilities: Reduce your coverage area, do a superior job in a reduced market; run your advertising in flights, i.e., two weeks on, one week off, two weeks on and so forth; focus your efforts on limited media selection.

Seasonal Fluctuations. Which are the historically strong sales periods in your market. Which are the weak ones? Remember the basic rule: "Shoot when the ducks are flying". The efficiency of your advertising dollar will be much greater if your advertising expense curve matches your sales curve. Study the weak periods to determine if they could be improved by pumping in some special promotional support, realizing that typically slow periods cannot be changed by increased advertising during these times unless supported by some demand.

Sales Concentrations. Check on historical geographic sales patterns by plotting customer addresses on a map. This not only determines where your customers are relative to your store location, but also serves to help you target your media to concentrated areas where your advertising dollars may be spent on more qualified consumers.

Local Economic Conditions. A definite factor in determining your quarterly ad plan. Your local chamber of commerce and newpaper are two sources for finding out the spending habits of the people in your market, projected retail sales, housing starts, etc.

Set Priorities. Allocate money to the most important media first. Make sure you are covered by size and frequency adequately. It's not easy to determine the right formula, and it may require some research time on your part. But an effective media mix pays added dividends.

Don't Rob From One Media to Pay for Another. Opportunities should be welcomed and even sought after, so juggling or setting new media priorities should be expected. Resist the temptation to advertise in too many media thereby spreading your advertising dollars too thin. It is far more effective to develop a consistent advertising program in one medium than to be weak and inconsistent in several.

NEWSPAPERS

Newspaper advertising is the traditional form of retail advertising. Since most people read them, newspapers can be the ideal medium for local store advertising - they're immediate, visual, tangible and retentive.

Decisions, decisions. There are several varieties of newspapers to choose from:

Metropolitan Dailies - Serving major cities. Paid circulation usually is very hgih and may cover a larger market area than you wish to reach. And it costs more than you wish to spend. Some dailies now offer sectional (or neighborhood) editions that offer you the prestige of a major paper at a much lower cost.

Suburban Dailies - These don't have the coverage of metropolitan papers, so they cost less. They can be a good buy for reaching an upscale audience in your neighborhood.

Neighborhood/Community Weeklies - These serve smaller towns and suburbs. They contain a strong community flavor and are all local news. Usually coverage is too limited and readership too low to make a buy worthwhile.

Shoppers or Advertisers - Free locals guaranteeing 100% coverage at very low cost. Evaluate the quality - you probably won't want to present your store or Apple in this environment. Even for next to nothing, getting less than nothing is not a bargain.

We recommend you advertise in the larger papers in your area. The cost is higher, but so is the readership, impact of your ads and editorial quality of the environment.

PICK YOUR POSITION

To most efficiently reach the prime target audience for personal computers, your ads should run in the Business/Financial and/or Sports sections. More and more papers offer a High-Tech, or Computer section, which your customers will read when they're ready to buy.

CHECK YOUR SCHEDULE

Schedule your ads based on your current traffic patterns and when you want customers in the store. If you do most of your business on the weekends, you should concentrate your advertising on Thursday, Friday, or Saturday.

Monday is a poor day for Business/Financial sections, because there are no stock listings until the afternoon editions. But, Monday is a very good day for sports sections, because they cover the weekend games.

THINK BIG

Size is usually dictated by how much space you need to communicate your message effectively, as well as the average size of other ads in the paper. It may also be determined by the importance/urgency of your message, number of planned insertions, and your budget. But it's well worth the few extra dollars to gain size advantage over skimpy, cluttered competitive advertising.

RADIO

Radio is the most flexible and dynamic of all the media available to you. You can "target" your audience and budget your dollars very effectively. Unlike newspaper, you have no immediate competition because the station will schedule competing messages at different times.

If you need to move fast, radio is very responsive. Radio enables you to change live radio copy at a moments notice. But, to get the best availabilities, schedule your time in advance.

You can select a distinct group of people whom you think will be most receptive to your spots. Different radio stations appeal to different ages, income groups and areas. Different people do their listening at different times.

Buying Radio

Radio is cheap in comparison to television. But for radio to be effective, you must repeatedly advertise on one station, or even better, a number of stations. When buying radio, consider the following:

1. Target your ads on the station format best suited for Apple products; Beautiful Music/Easy Listening, Middle-of-the-Road, News and Talk. The best time to place your spots is during drive time, when you have a captive audience of people on their way to and from work. Of course, drive time is also the most expensive. Try buying a TAP Schedule (Total Audience Plan). This is a package of spots which should give you adequate coverage in drive time, as well as "extra" spots throughout the day.

2. Beware of R.O.S. (Run of Schedule) buys. They are extremely low in cost, but they may all run between 1A.M.-6A.M.

3. Aim for the specific group where you think your spot will be most effective. Stations can provide comprehensive demographic information on the audience they reach. But rely on your good judgement as well. Even though you may not listen to a particular station, it may be the best suited for your target audience.

Hints about Creating Radio Ads

1. Don't be afraid to use the station's creative and production services, or write your own scripts. Use the Apple provided scripts as a foundation and go from there.

2. Keep the message simple and use adjectives to create pictures with words. Don't overcrowd your script.

3. Use music, voices, and sound effects where possible to sharpen the impact of your messages.

4. Tie in with local events and seasonal changes.

Don't forget to get your staff involved by having them listen to the commercials. Keep track of your results. Find out what works and what doesn't.

YELLOW PAGES

Clearly, an ad in the "Computers" section of your local Yellow Pages should be part of your advertising media mix. It's the most important shopping guide in America.

Research shows that over 80% of the adult population use the Yellow Pages, and 84% follow-up with some kind of action - a phone call, letter or visit. Apple's market research shows 18% of all Apple owners found out about the store they bought from through the Yellow Pages.

Apple offers a trademark listing program in your local directory. In addition, you should include an adequate size display ad which should feature:

Your Store Name	Your Phone Number and Address
Product Range	Services
Store Hours	

Make your ad stand out and pleasant to look at by keeping it uncluttered.

Neighborhood Directories

Nowadays there are several new neighborhood phone directories cropping up. You may find that the existing Yellow Pages directory covers your market quite well. There's no sense in doubling your efforts by placing an ad in both. If you do consider the neighborhood directory either place a smaller ad, or drop the larger directory altogether. It will take some time before good research figures are established for the comparative effectiveness of these directories. Until you see some hard evidence that you are truly missing out by passing these directories by, rely on your good judgement as a guide, not the salesman's advice.

TELEVISION

Often, television can be too expensive for most dealers in most markets due to its tremendous reach. But buying TV can be particularly effective when you buy a specific audience.

Like radio, TV allows for flexibility, but requires a consistent schedule (at least 4 weeks) in order to effectively communicate a message. Production of television commercials can also get quite costly. Be sure to check with Apple for product slides and music beds. Unless you have the budget to use television effectively and have covered your primary medium, you'd do better to reserve television for a hard promotional push, rather than an ongoing schedule.

OUTDOOR ADVERTISING

The advantages of billboards are particularly suited to Apple personal computers, in part due to Apple's colorful logo. Billboards offer high visibility, high impact, and low cost per thousand.

Outdoor advertising can be targeted demographically by choosing posting locations in upscale neighborhoods, near business intersections, near college campuses and on prime commuter routes.

How to Use Outdoor Right

Since the consumer has only a few seconds to absorb all the information on a billboard, the message should be brief, never exceeding 12 words in total, with seven for the main message. Use graphic depictions as well as words to increase impact. The Apple logo is ideal for product recognition, as well as memorable. Apple requires that artwork for all outdoor signs be approved prior to production to ensure the logo is used in proper form and color. Apple does provide billboard layouts which do not require prior approval.

Rotate boards from site to site. People really notice a new board, even if it comes from six blocks over.

How to Buy Outdoor

Outdoor is usually rated and sold by "showing". A 100 showing means that every local mobile person will see your board at least once. A 150 showing gives you 1 1/2 time the coverage, and so on.

Charges are made on the size of the market area, traffic count passing the boards and the number of boards purchased in your showing. You will probably use only a few boards acting as store locators. Many computer retailers have used outdoor quite effectively to tie in with seasonal promotions, computer conventions, fairs and seminars.

DIRECT MAIL

Direct mail is a cost-effective way to get your message directly in the hands of selected customers. It has few limitations on space and format compared to other media, so you can use it for a variety of purposes.

There are two ways to approach direct mail: your list or a rental list. We suggest you maintain a clean list of your existing customers. Mail to your customers three to twelve times per year. These mailings can include monthly sales letters, flyers, store brochures, or special event invitations. Research shows that a retailer's existing customer list can be 5 to 10 times more effective in generating additional sales than a rented mailing list.

However, you can rent highly focused lists (i.e. professionals, business people, and educators) on a one time basis from a "list house." Perhaps the most effective way to use rented lists is to promote "hands on" Apple seminars that focus on applications appropriate for the list you rent. We suggest you include a return postcard for more information or coupon for a special offer so you can add the respondents name to your own list.

GLOSSARY

This glossary of commonly used advertising and marketing terms is an easy reference for you when dealing with media representatives, ad agencies or other suppliers.

A

ADI - Area of dominant influence. This ARB measurement area comprises those counties in which stations of the originating market account for a greater share of the viewing households than those from any other area.

Adjacencies - Commercials placed next to certain programming: news, weather, sports.

Affidavit - A sworn statement by the stations that commercials were on air in certain time periods.

Affiliate - Independently owned station that provides some of its time for network programs and advertising. Remainder of broadcast day is programmed locally.

Agate Line - Newspaper space measurement. Measuring the depth of advertising space 14 lines to the inch.

Allotment - A poster advertising term which indicates the number of panels comprising a showing in a particular market. This is the unit of sale and is composed of one or more panels depending on the size of the market and the traffic pattern.

Announcement - Commercial or "spot". Usually of 60,30, or 10 seconds in length.

ARB - American Research Bureau, a radio rating organization that uses a diary method to survey audience listenership primarily by sex and age.

Audience Survey - Study of listening to various stations in a market. Usually shows percentage of people listening to radio; percent of total listeners for each station (share of audience); total number of people tuned to each station (cumes).

Availabilities - Time slots where commercials can be placed. To call for "avails" is to contact your station salesmen to see what time slots are open.

B

Billboard - In outdoor, the name of the panel. In broadcast, a short commercial announcement, usually eight or ten seconds, at the start and close of a program announcing the name of the sponsor.

Blow-up - An enlargement from a piece of original copy. Caution: if you are blowing up complete ads in which a dot pattern appears (halftone), the dot pattern will also enlarge. Therefore, ask the media rep to show you a velox before printing to see if it is still attractive and effective.

Block Program Format - Station plays country music in AM drive, M-O-R music in housewife time and rock in evening.

Body - The bulk of a piece of type, measured in points.

Body Type - Faces and sizes normally used for composition of body matter, 4 through 14 point.

BTA - Best Time Available. Same as Run Of Schedule; station schedules BTA or ROS announcements at best time slots available. If better times become available, slots will be upgraded.

Bulk Plan - A popular retail contract where retailer commits to buy a certain number of spots in one year. Also called CONTRACT YEAR.

C

CATV - Community antenna TV or, as is more popularly know - cable television. A means to serve areas too far from the normal tower signal. Distant signals are reamplified and purified to reduce interference and then fed to local homes through an underground cable.

Classified Advertising - Advertising published in special sections of the papers and grouped according to subject. Usually predominantly type and small space.

Columns - Newspapers are divided into columns, advertising sold on the basis of column inches. There are 14 lines to the column inch, one column inch representing the smallest display space sold.

Combination Rate - Reduced commercial rates available from two or more stations such as a "sister" AM and FM stations with geographical tie-in.

Commercial Impressions - The total audience, including duplication, for all commercial announcements in an advertiser's schedule.

Contemporary Music - "Pop", also called "Top 40". The most popular music of the day.

Cost per Thousand - (CPM) The advertising cost to reach 1,000 households or viewers, etc. Computed by dividing the advertising cost by the number of households.

Coverage Area - The geographical area, usually designated by counties, in which a TV station can be seen.

Coverage - Coverage refers to the percentage of households that receive a paper.

Cumulative Audience - Also called "cume." Audience reached by a station over an extended period such as daypart or combination of dayparts or a full week.

D

Daytimer - A radio station licensed by FCC to operate daytime only, it signs off at sunset.

Diary - Method of surveying radio audience where diary-keeper fills in times he or she listened to radio.

Display Advertising - Newspaper or magazine advertising designed to attract attention by layout, variety of type, illustration and relatively large space, and not grouped according to classifications.

Display Type- Usually referrring to headline, subheads, advertiser's name. Generally, set in larger, bolder type faces.

Drive Time - The early morning and late afternoon hours when listeners drive to and from work.

E

Earned Rate - The rate you will pay per column inch based on the total amount of space you schedule over a year. The more space you schedule, the lower your earned rate. Check with your local paper for the newspaper discount structure.

End Rate - The lowest rate at which a station offers commercial time.

Extension - The protrusion of cutout design beyond the rectangular border of the painted bulletin. Also may be referred to as Top Out.

F

Fixed Position - A spot delivered at a guaranteed time, like 7:59 a.m., for which a higher rate is paid.

Flight - A specific campaign on radio. An example is back-to-shcool flight, end-of-month clearance flight. These flights are often scheduled in addition to retailer's continuing or 52-week schedule.

Font - A working assortment of type characters containing the essential capitals, small letters, numerals, punctuation points, etc. for a designated style of composition.

Format - Type of programming associated with a station. (All-news, pop music, classical, etc.)

Frequency - The average number of times an unduplicated audience views a given TV schedule (either programs or announcements or both) within a specified period of time. For example, a commercial announcement which is aired a number of times over a four-week period will be seen an average of X many times by a certain percent of the television audience.

Frequency Discount - Plan available from many stations for buying commercials at a lower rate when certain weekly or consecutive weekly frequencies (number of commercials) are maintained.

Fringe Time - The time periods preceding or following prime time.

Full-Time Station - A station that is licensed, but not required by the FCC, to be on the air 24 hours a day.

G

Gross Rating Points - (GRP) An index used to measure the reach and frequency of a broadcast schedule. A GRP of 100 means that the equivalent of 100% of the target audience will see or hear the message one time.

H

Halftone - An engraving, by any process, which utilizes a screen to transform the various tones of a photograph or other copy in dots of various size to reproduce the general pictorial effect of the original.

Household - A group of people who occupy a house, apartment or other housing unit. Some households contain more than one family.

HUT - Homes Using TV. As used in rating reports, HUT represents television households in specified areas watching TV during a given time period.

I

ID - Identification . A 10-second commercial announcement, sometimes referred to as a "ten."

Illuminated - Outdoor advertising structures equipped with electric lighting fixtures.

Imprints - The name, address and sometimes phone number of a dealer printed on an ad, brochure or outdoor board. A way of localizing advertising materials prepared on a national scale.

Insert - An advertisement printed by the advertiser and bound or enclosed in a publication, inserts are also called preprints.

L

Linage - Advertising space in newspapers, which is generally sold by the agate line. The agate line is 1/14 of a column inch deep, so that in one column inch (1 inch deep by one column wide) there are 14 agate lines. A standard full-page newspaper ad is 172 column inches.

Live Copy - Copy read by announcer in contrast to taped commercials.

Live Tag - Message added by announcer to recorded commercials to give local address, local price, etc. Often used when manufacturers' radio commercials are aired by store locally.

Local Rate - A reduced rate offered by newspaper to merchants and other local advertisers doing business in the area served by the medium which is lower than the rate offered to national advertisers.

Log - Station record of times commercials and programs were aired as required by the FCC.

M

Make-Good - Spot run at a later date than scheduled to make up for spot not run because of error or technical trouble.

P

Package Plan - A combination of spots offered by stations at a discount for fulfilling weekly, monthly or volume commitments.

Paid Circulation - The total circulation per issue of the paper that is paid for by the reader. Usually, the larger the paid circulation, the greater the coverage of the newspaper.

Pica - A unit of printer's measurement to denote length of type lines, dimensions of pages. Approximately 1/6 of an inch, the pica measures 12 points. Type layouts are made with scales graduated in picas.

Piggyback - A commercial announcement from an advertiser, part of which promotes one product (or service), part another product-each part able to stand alone.

Point - Basic unit of printer's measurement. There are 72 points to the inch. Types and rules are measured in points, as 36-point type, 14-point type, 6-point rule, 2-point lead, etc.

Pre-empt - To replace a regularly scheduled program, or commercial, with something of urgent local interest.

Preferred Position - A request to place your ad in a specific location in the paper. This sometimes costs extra. Often a paper will acknowledge the request but will not guarantee placement.

Premium Rate - An extra charge for especially valuable time-fixed position, news, special events, time, etc.

Prime Time - The hours from 8:00-11:00 p.m. (7:00-10:00 p.m. in the Central Time Zone) when viewing is at its peak.

Pulse - Radio rating service that surveys audience by personal, in-home interviews.

R

Rate Holder - Spot run to preserve conditions of station contract, Example; being on each week of year.

Rating - A survey estimate of the size of a television audience expressed as a percent of the total group sampled. This may be expressed in terms of household or individuals.

Reach - How many different individuals a given station, program or commercial reaches in a given time period or combination of time periods, based on a single or multiple station schedule.

R.O.P - Newspaper term meaning Run of Paper. An ad run R.O.P may run any where in paper at the publisher's discretion.

Run In - To set type without paragraphs, or to insert new materials without making a new paragraph.

Run of Stations - (ROS) Same as Best Time Available (BTA). A schedule which allows the station to run your spot any time an opening occurs.

S

Saturation - A heavy schedule of commericals that gets message across to as many listeners as possible, as quickly as possible. Popular use of saturation is events and sales.

Separation - Commercial protection. Station provides set time period between competitors.

Sets-in-Use - A term that has in the past been used interchangeable with "Homes Using Television." This is no longer valid because some households have more than one television set.

Share of Audience - The percentage of the total viewing audience in a specified time period turned to a particular station or program. Frequently referred to simply as "share."

Single Rate Card - Station rate card where same rates apply to national and local advertisers.

Split Run - A facility of the newspaper wherein the advertiser runs different ad copy in every other copy of the same issue. This makes it possible to compare coupon returns from two different advertisements published under identical conditions.

Strip - Program or spot contracted to run at the same time each day over a period of time.

Supplement - An extra section of the newspaper that is not part of the day-to-day paper. These extra sections are usually included with the Sunday paper which is why they are usually referred to as Sunday supplements.

T

Tag - Dealer identification usually added to the end of a commercial announcement to advise viewers where the product being advertised can be purchased in that market.

T.F - Till Forbid: Advertising schedule without fixed expiration date. Station runs until advertiser terminates.

Time Classifications - Various time slots during broadcast day priced differently and denoted by Class AA. Class A, Class B, Class C. Some stations define slots Class AAAA, Class AAA, Class AA, Class A, and so forth.

Tombstone Ad - An all-type "financial" looking ad with border. Copy is centered and giving it the appearance of a tombstone.

Total Audience Plan - (TAP) Spot package providing set number of spots in each of the station's time classifications. TAP schedule will reach all of station's listeners in specified time period. Other names for this kind of package include Impact Plan, Saturation Plan.

Traffic - Departments in ad agencies and stations which see that spots are run at the right times with the designated copy.

V

Velox - Reproduction material for offset printing in which all elements appear as they will in printed material, i.e., half-tones will be screened.

Vertical Saturation - Slotting commercials heavily on several stations before an event and on the event day itself to reach the maximum number of customers.

Video Tape Recording (VTR) - Technique on which both sound and picture are recorded simultaneously as contrasted with audio tape which records only sound.

Z

Zone Edition - An edition of the paper which will be distributed in one area only. These editions are less expensive than placement in the citywide edition. Some papers have zone editions while others do not.

What Makes a Good Retail Ad?

What makes a good salesperson? Because that's all your local advertising really is... a kind of remote salesperson who says a lot about your store by the way it looks, the way it talks, and the way it demonstrates its knowledge of your product line.

So Make Your Ads Look Good. Keep them simple. Well organized. Develop a consistent format that shoppers will come to recognize as your store's advertising. It just doesn't make sense to send your remote salesperson out in a three piece suit one day and a leisure suit the next. Because people won't know what to expect from your store: are you a capable computer specialist, or were you selling stereos last week?

And don't underestimate the selling power of good old all-purpose White Space. We know it's hard to resist filling up every inch of the space you paid for, but resist. It makes your ad much more approachable and readable. Besides, the newspaper is filled with copy. Your ad shouldn't be.

Talk Softly and Carry a Good Offer. You don't have to scream out things like "We're the best... We're the only... or, We're the inter-gallactic sales leaders!" Because nobody with enough sense to buy an Apple is going to fall for it.

So decide on the type of offer you're making—performance; new features; easy credit; a sale; you name it. Then stick to that one offer. Make your point quickly and clearly. Tell them to come in to see firsthand.

If You List a Feature, List Its Benefit. You're not exactly selling woolen mittens here. Personal computers in general, and Apples in particular, are the most advanced products many people will ever buy, and that scares a lot of people off. So use your ads as educational sales tools. Don't just say, "Here's a feature." Say, "Here's a feature and here's what it helps you do." Another way to convey this is through a problem—solution approach.

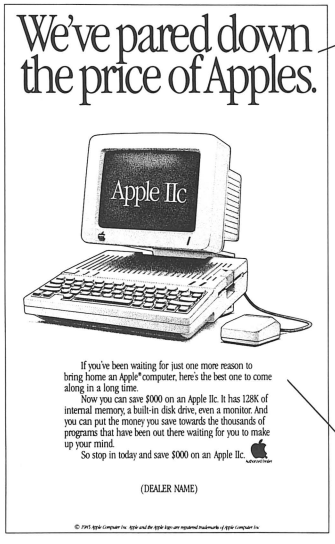
Is It Really That Easy? This advertising kit will provide all the tips and assorted ad elements you need to make up your own ads. If you still get stuck, you can get assistance from a local ad agency. And no matter who makes your ads, remember: a clear, simple message, and a clean, consistant format are the best guidelines to follow.

Here's Everything You Need To Get Into the Ad Business.

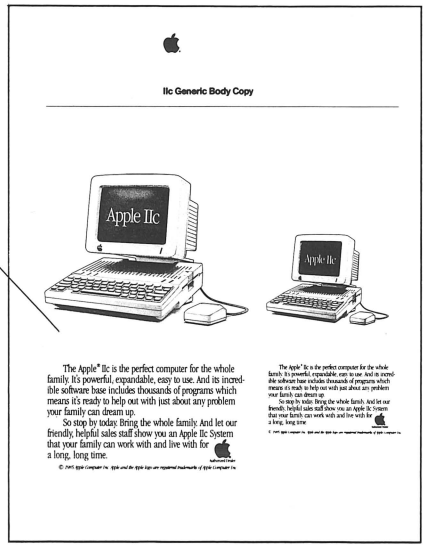
In the following pages, we've given you everything you'll need to make the philosophy of good advertising pan out on paper.

All you have to do is choose the product you want to feature. Select an illustration and accompanying copy for that product. And then choose the headline of your choice. (Everything comes in two sizes, so make sure all the elements match. For example, if your body copy is bigger than your headline, you've goofed.)

Good luck and good advertising.


We've pared down the price of Apples.
Apple IIc
If you've been waiting for just one more reason to bring home an Apple® computer, here's the best one to come along in a long time.
Now you can save $000 on an Apple IIc. It has 128K of internal memory, a built-in disk drive, even a monitor. And you can put the money you save towards the thousands of programs that have been out there waiting for you to make up your mind.
So stop in today and save $000 on an Apple IIc.
(DEALER NAME)

Headlines
We've pared down the price of Apples.
Pick Apples on your day off.
We've pared down the price of Apples.
Pick Apples on your day off.


IIc Generic Body Copy
Apple IIc
Apple IIc
The Apple® IIc is the perfect computer for the whole family. It's powerful, expandable, easy to use. And its incredible software base includes thousands of programs which means it's ready to help out with just about any problem your family can dream up.
So stop by today. Bring the whole family. And let our friendly, helpful sales staff show you an Apple IIc System that your family can work with and live with for a long, long time.

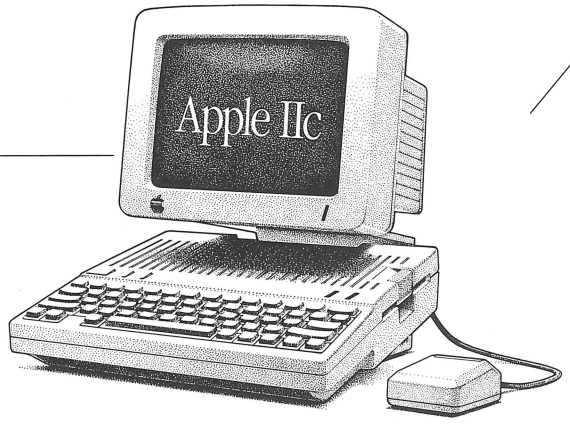
Vertical Ad Sample

The headline is fun, but to the point. There's no doubt that this dealer is talking about saving money.

Leaving white space is important! It makes your ad stand out on the page, and helps the selling message.

Pick an illustration size that fits the ad. Not too big. Not too small. And use the authorized Apple illustration.

We've pared down the price of Apples.



If you've been waiting for just one more reason to bring home an Apple® computer, here's the best one to come along in a long time.

Now you can save $000 on an Apple IIc. It has 128K of internal memory, a built-in disk drive, even a monitor. And you can put the money you save towards the thousands of programs that have been out there waiting for you to make up your mind.

So stop in today and save $000 on an Apple IIc. Authorized Dealer

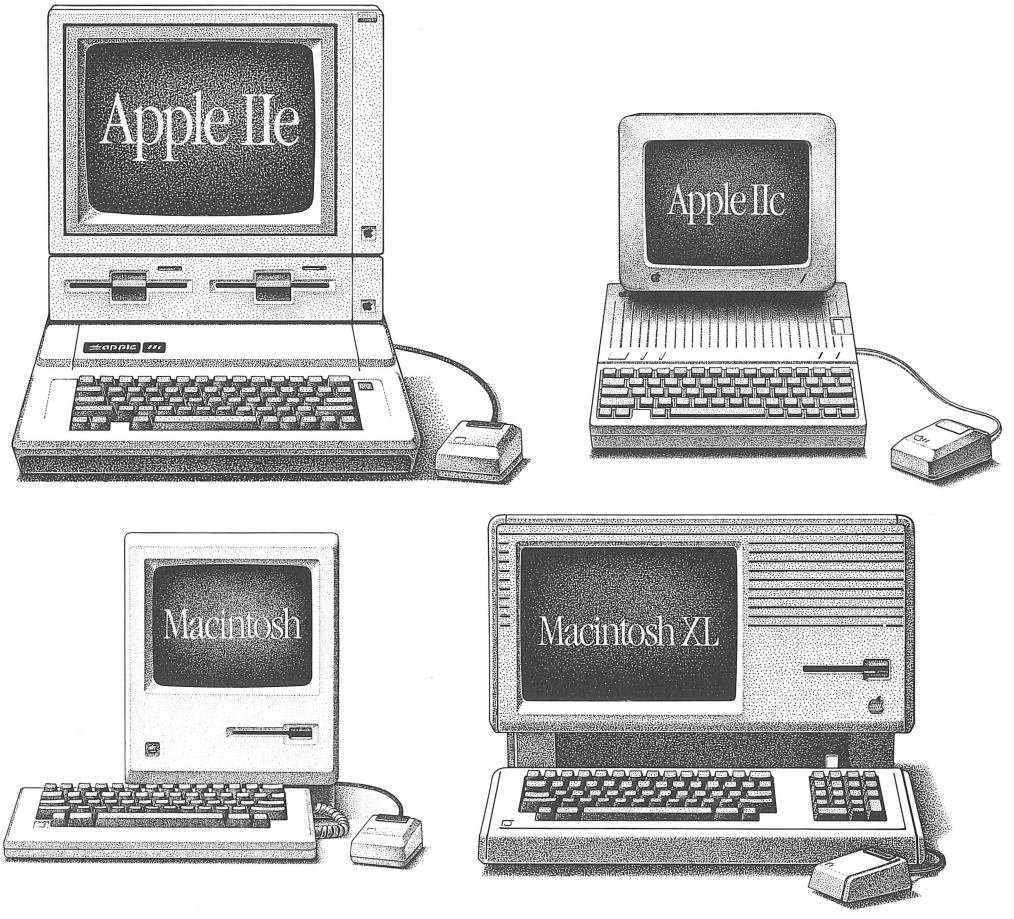
(DEALER NAME)

© 1985 Apple Computer Inc. Apple and the Apple logo are registered trademarks of Apple Computer Inc.

The body copy goes with the headline. It tells them how much they'll save. What they'll save it on. It even gets in a pitch for our vast software library.

When positioning your store name like this — with plenty of white space — it becomes more memorable, and easily recognized.

We've got an Apple for every appetite.



No matter what you're up to, there's a powerful Apple® Personal Computer to meet your needs. And then some. Because Apple computers are incredibly expandable. So they're ready for you now, and ready for where you'll be years from now.

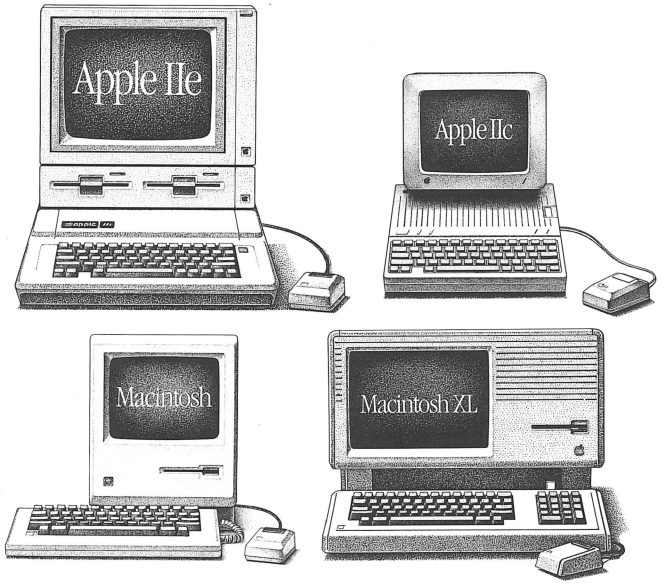
Stop by today and let our friendly, qualified sales staff show you one of the best things about the entire Apple family—so many choices, you don't have to bite off more than you need to chew.

Authorized Dealer

(DEALER NAME)

© 1985 Apple Computer Inc Apple and the Apple logo are registered trademarks of Apple Computer Inc.
Macintosh is a trademark licensed to Apple Computer Inc.

We've got an Apple for every appetite.



No matter what you're up to, there's a powerful Apple® Personal Computer to meet your needs. And then some. Because Apple computers are incredibly expandable. So they're ready for you now, and ready for where you'll be years from now.

Stop by today and let our friendly, qualified sales staff show you one of the best things about the entire Apple family—so many choices, you don't have to bite off more than you need to chew.

Authorized Dealer

(DEALER NAME)

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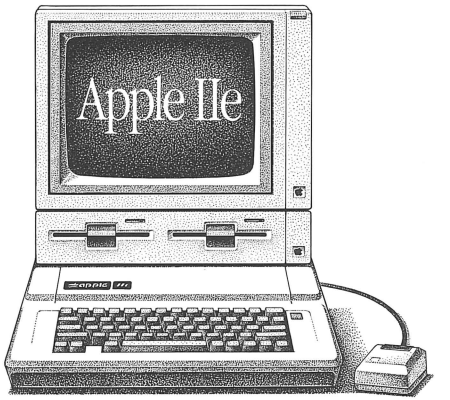
Use this year's refund to make next year's bigger.



The better your financial records, the better your chance of getting every tax deduction that's coming to you. And nothing makes it easier to keep track around the office, and around the house, than an Apple® Personal Computer.

With special software to help you document every nickel that comes in and goes out. There's even an Apple program that'll figure your taxes and print out a copy of the figures on your return.

So stop in today and let our friendly, qualified sales staff show you what the government has had on its side for years. A computer.

Authorized Dealer

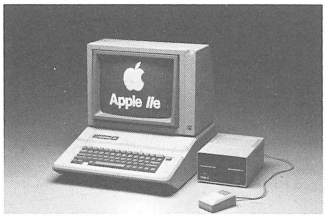
(DEALER NAME)

© 1985 Apple Computer Inc. Apple and the Apple logo are registered trademarks of Apple Computer Inc.

Apple Computer, Inc.

Black & White Glossy and Slide Order Form

Instructions:
To provide our Authorized Dealers with additional advertising materials, Apple has compiled product shots for use in your advertising. Each shot is available in either 8 x 10 black & white glossy or 35mm color slide. To order simply indicate the quantity for each shot, enclose your check (made payable to Apple Computer, Inc.) and return to: Apple Computer, Co-op Advertising, 23H, 10201 N. De Anza Blvd., Cupertino, CA 95014. Please allow 2-3 weeks for delivery.



1. *IIe*

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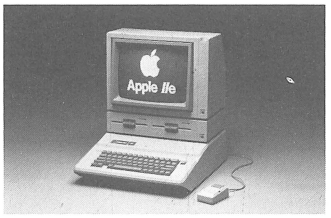
B/W *Slide*



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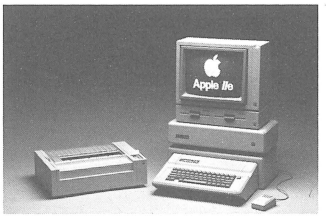

3. *IIe*

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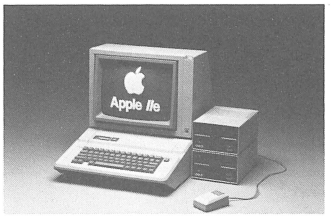
B/W *Slide*



4. *IIe*

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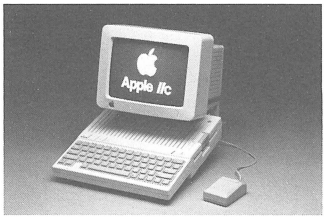

5. *IIc*

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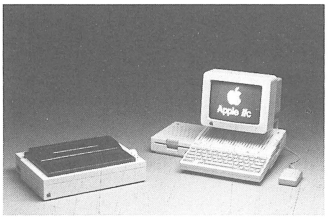
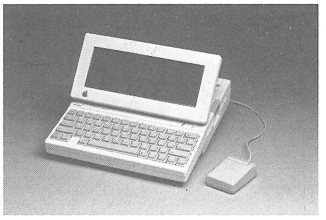


6. *IIc*

_____ _____
B/W *Slide*



7. *IIc*

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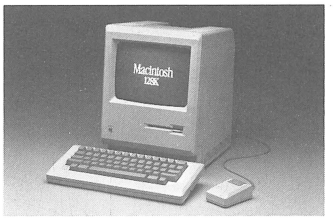
B/W *Slide*



8. *Macintosh 128K*

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B/W *Slide*

9. *Macintosh 128K*

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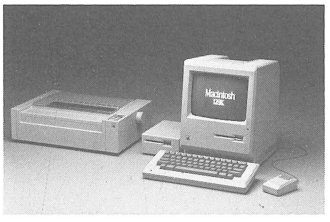
B/W *Slide*



10. *Macintosh 128K*

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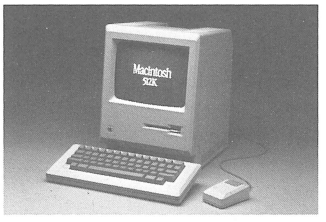
B/W *Slide*



11. *Macintosh 512K*

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12. *Macintosh 512K*

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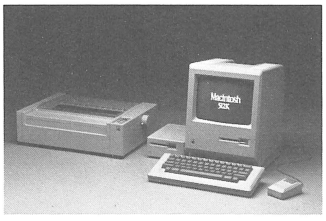

13. *Macintosh 512K*

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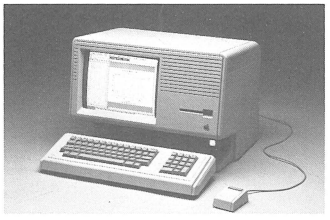

14. *Macintosh XL*

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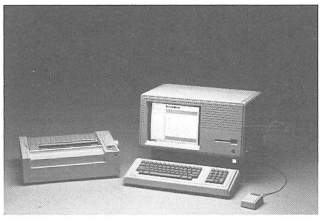

15. *Macintosh XL*

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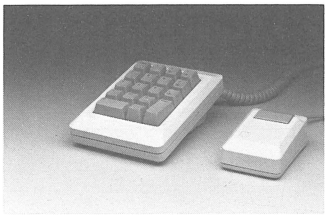

16. *Mouse & Numeric Keypad*

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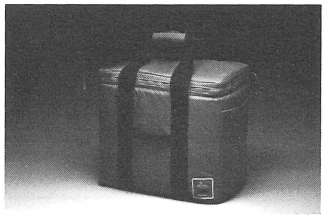
B/W *Slide*



17. *Carrying Case*

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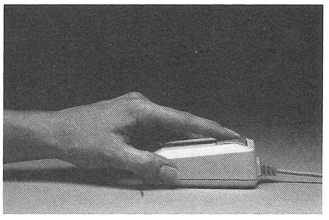
B/W *Slide*



18. *Mouse*

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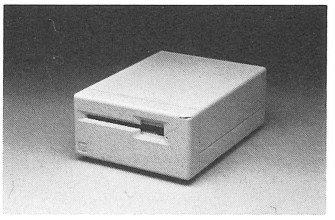
B/W *Slide*



19. *External Disk Drive*

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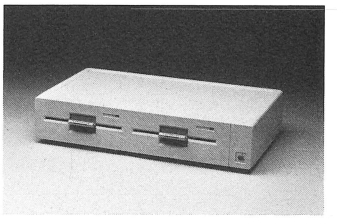

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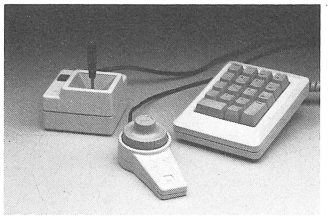

21. *Joystick, Handcontrollers, & Numeric Keypad*

_____ _____
B/W *Slide*

22. *Modem*

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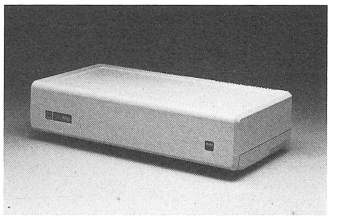
B/W *Slide*



23. *Profile*

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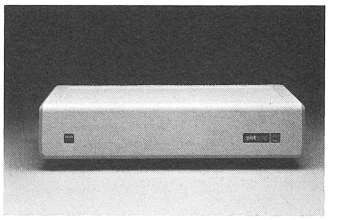

24. *Profile*

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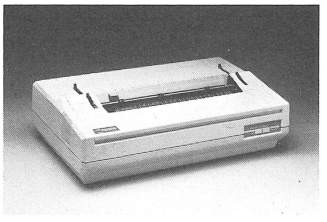
B/W *Slide*



25. *Daisy Wheel Printer*

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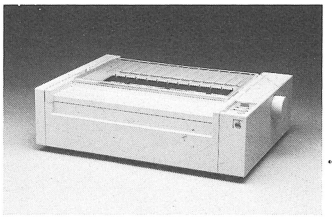
B/W *Slide*



26. *ImageWriter*

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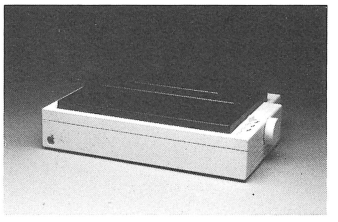
B/W *Slide*



27. *Scribe*

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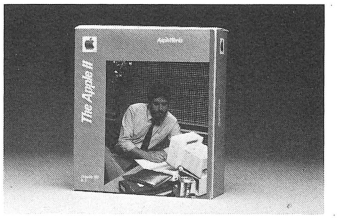

28. *AppleWorks*

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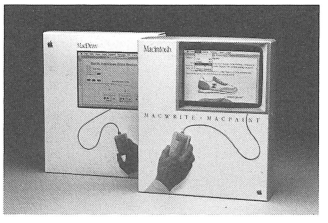

29. *MacWrite, MacPaint, MacDraw*

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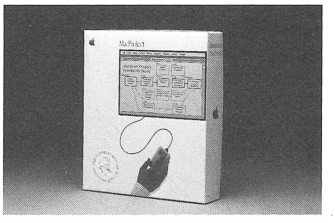

30. *MacProject*

_____ _____
B/W *Slide*

31. *Also available: Authorized Apple Dealer logo slide* _____

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Pick Apples on your day off.

We've pared down
the price of Apples.

Pick Apples
on your day off.

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Take some Applessons.

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Multiple choice machine.

Come on. Do you really think you'll miss worrying about this stuff?

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Look at all the things an Apple can get off your mind.

Pick the jobs you'd like to do more easily.

Look at all the things an Apple can get off your mind.

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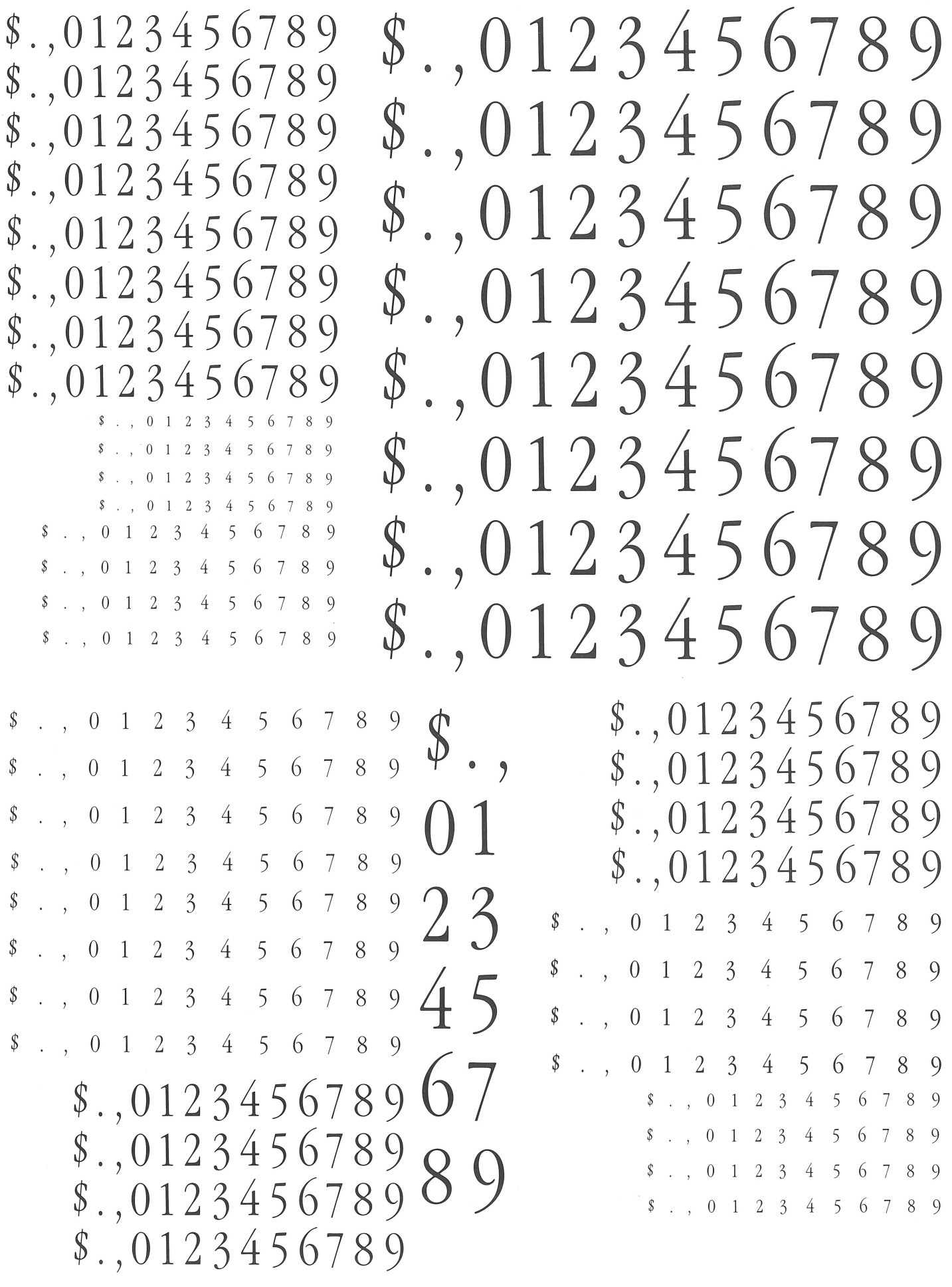
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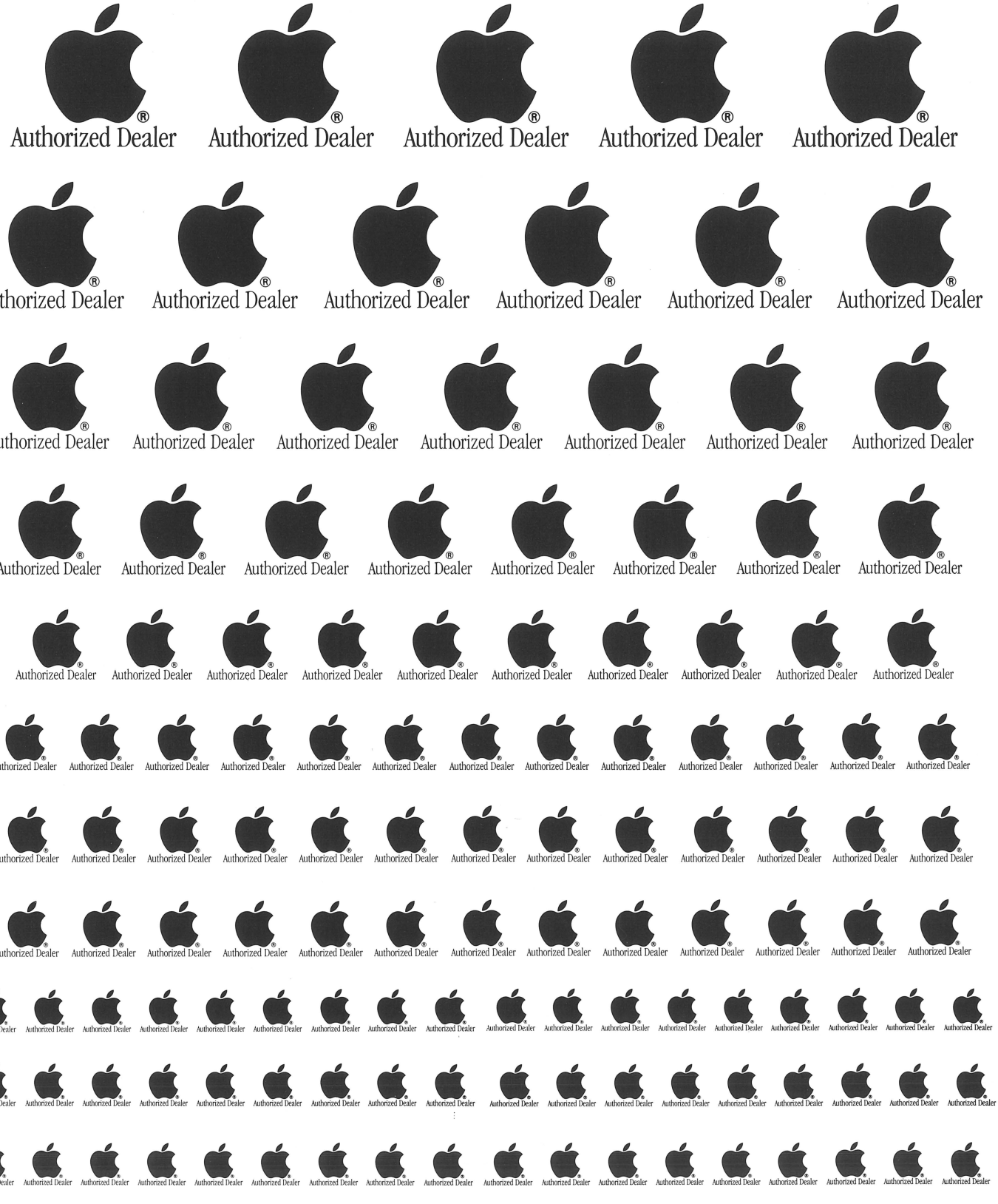
Apple Logo



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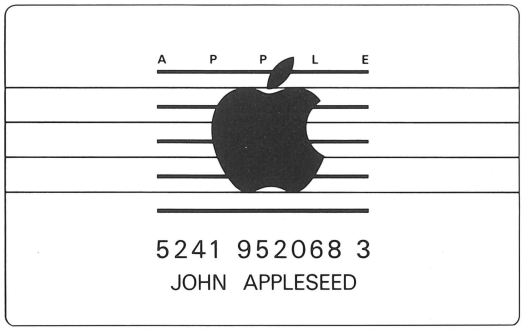
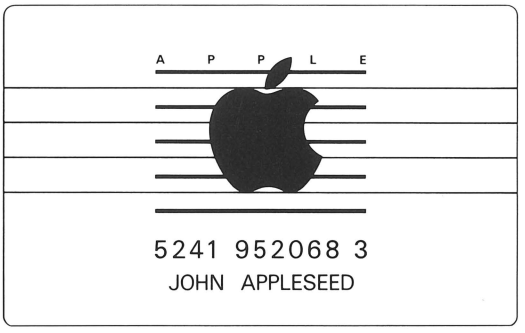
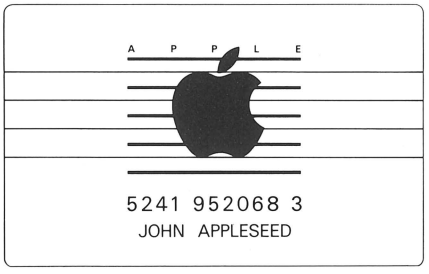
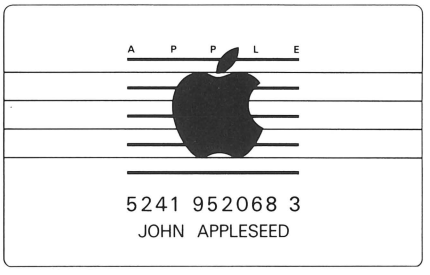
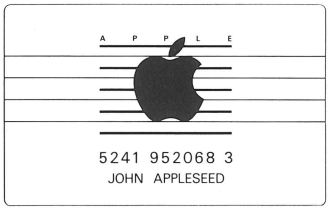
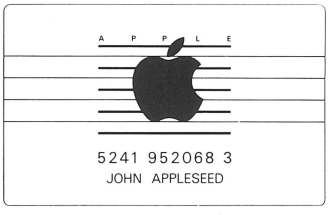


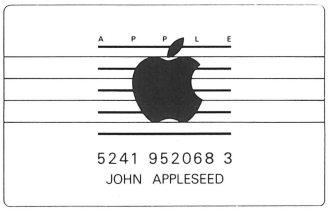


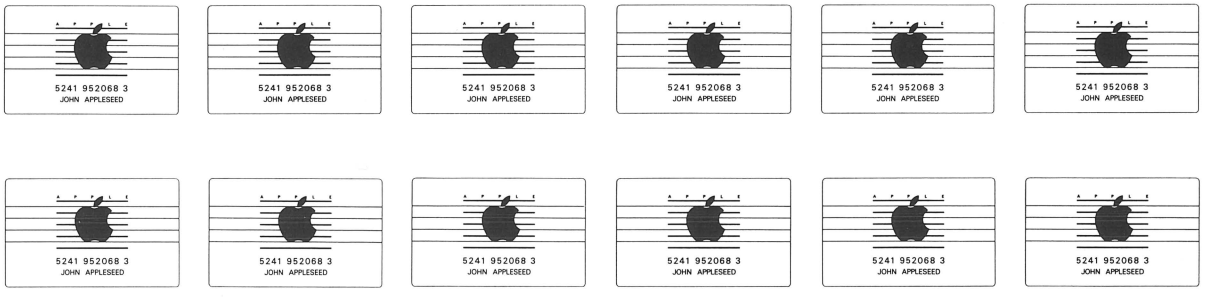




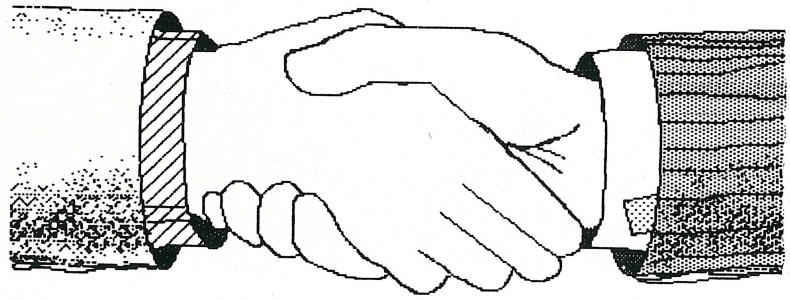








IIe



Apple IIe Logo

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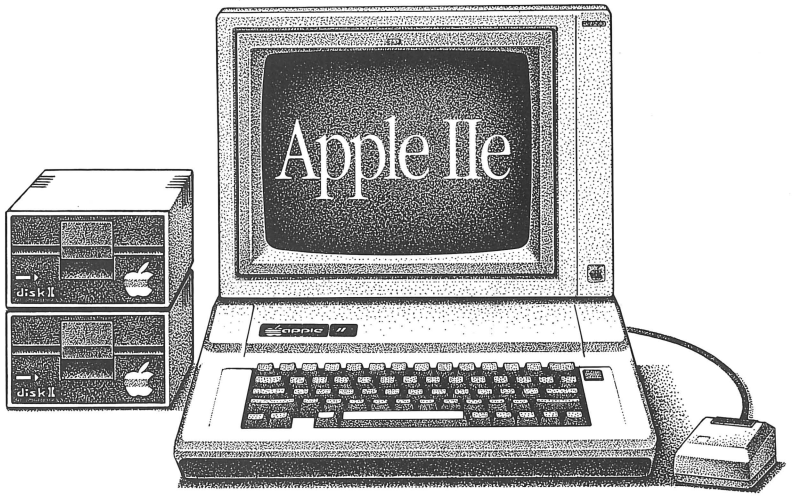

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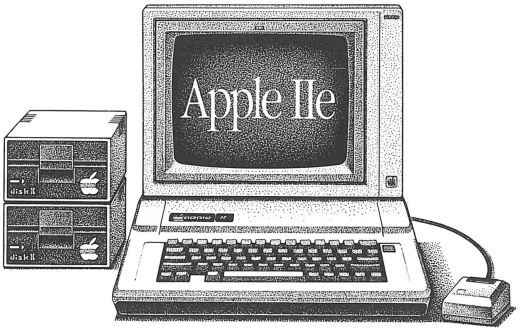

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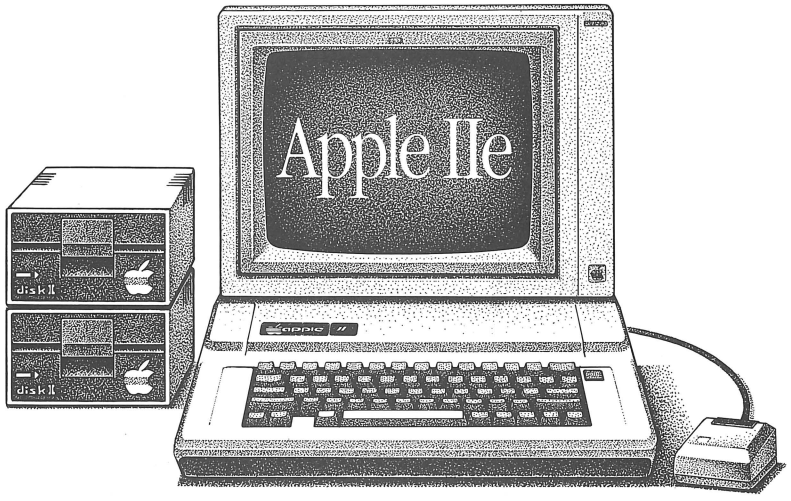

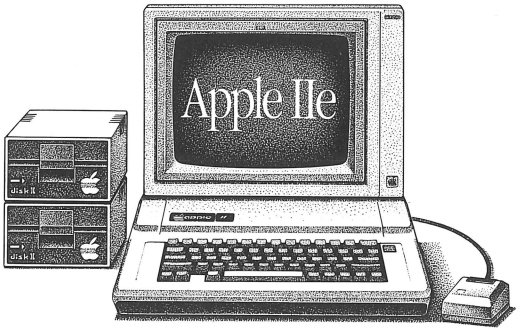

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That way, your IIe will always be able to keep up with you. No matter how successful it helps you become.

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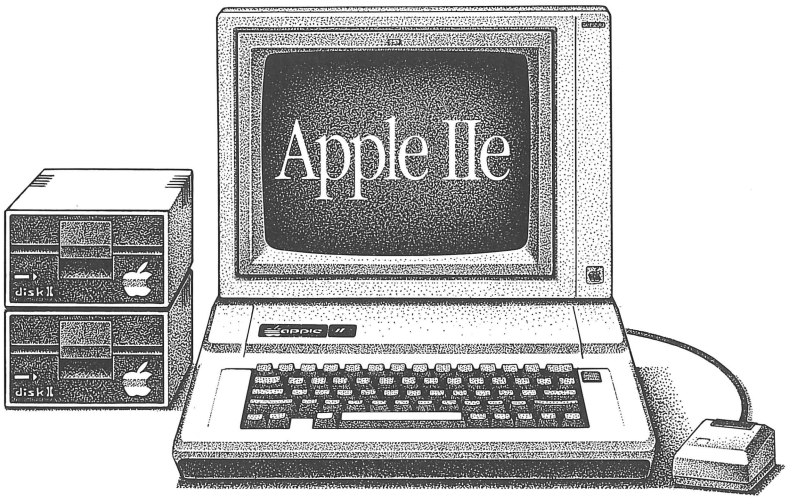

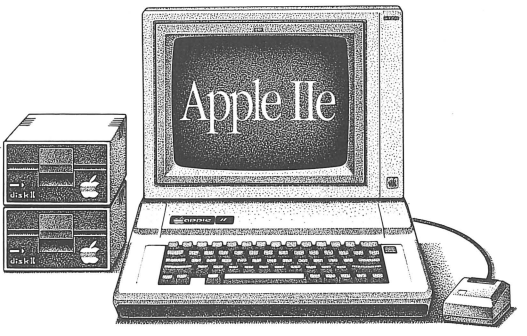

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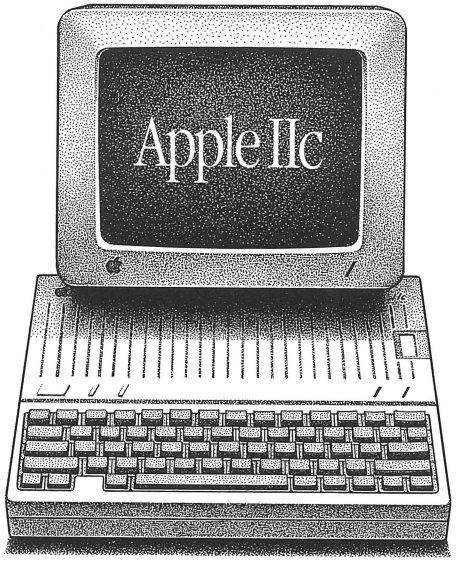

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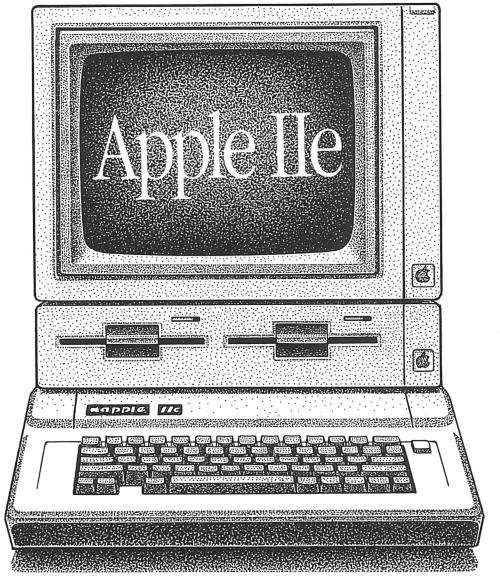

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- ☐ Electronic mail
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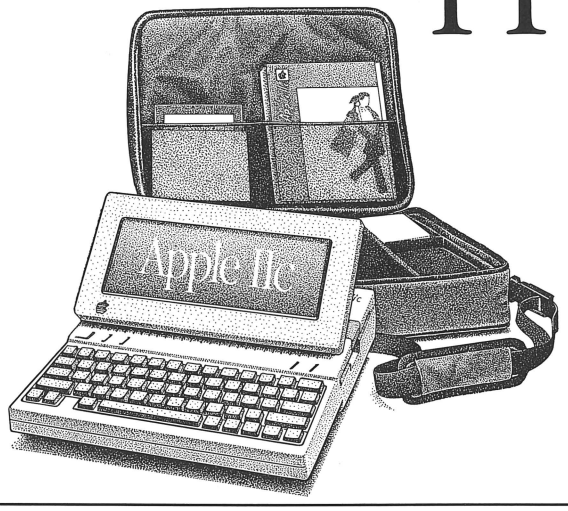

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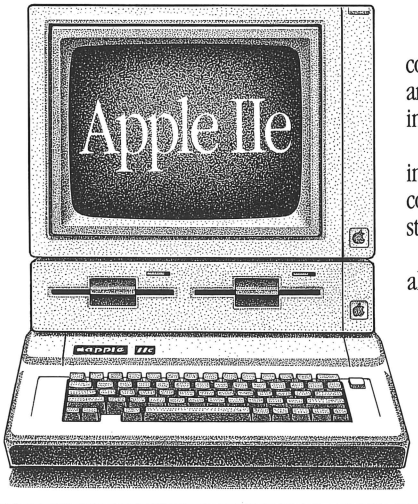

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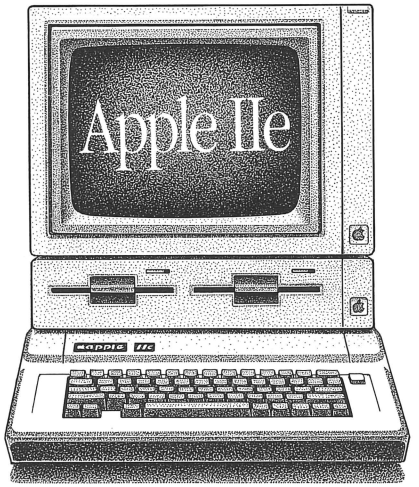

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This powerful Apple® IIe Professional System Bundle includes a CPU with 128K memory including extended 80-column card, monitor, Duodisk™ twin floppy drives for extra storage.

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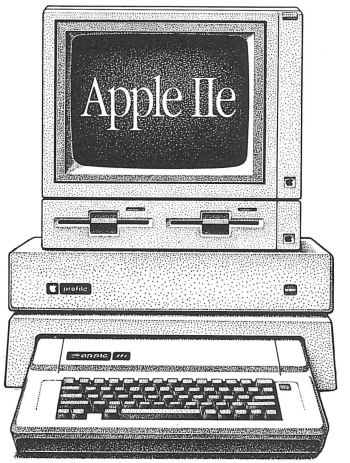

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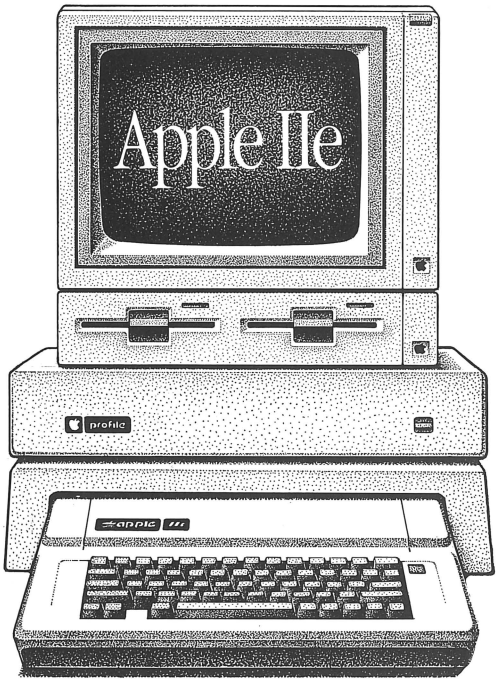

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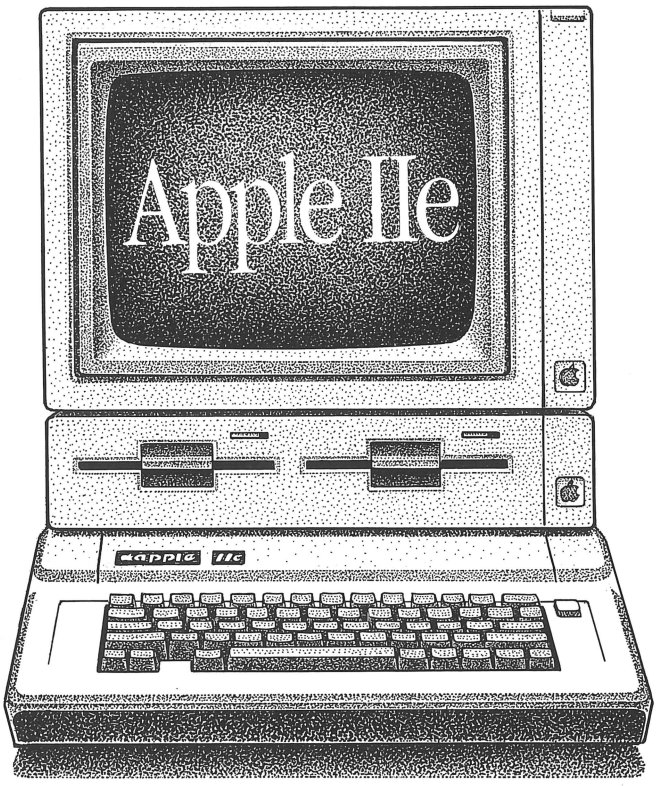

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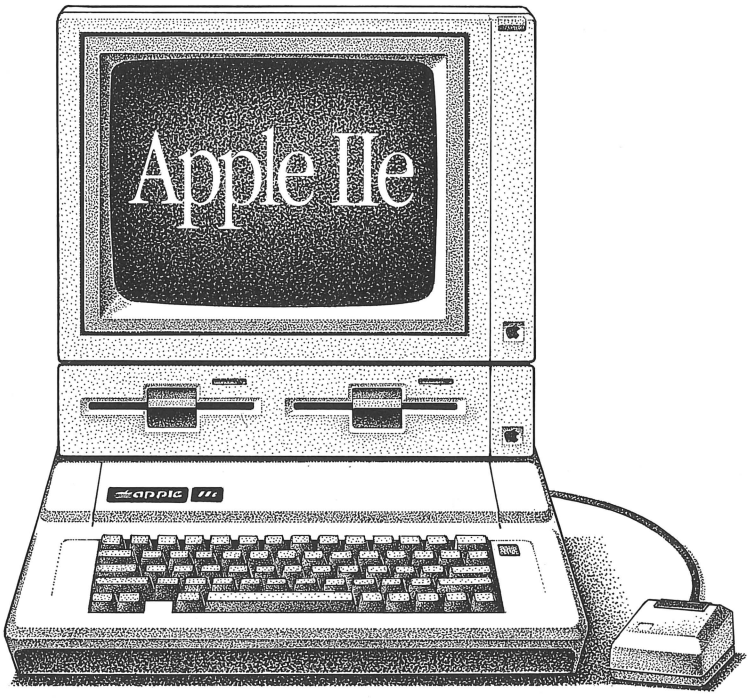

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With special software to help you document every nickel that comes in and goes out. There's even an Apple program that'll figure your taxes and print out a copy of the figures on your return.

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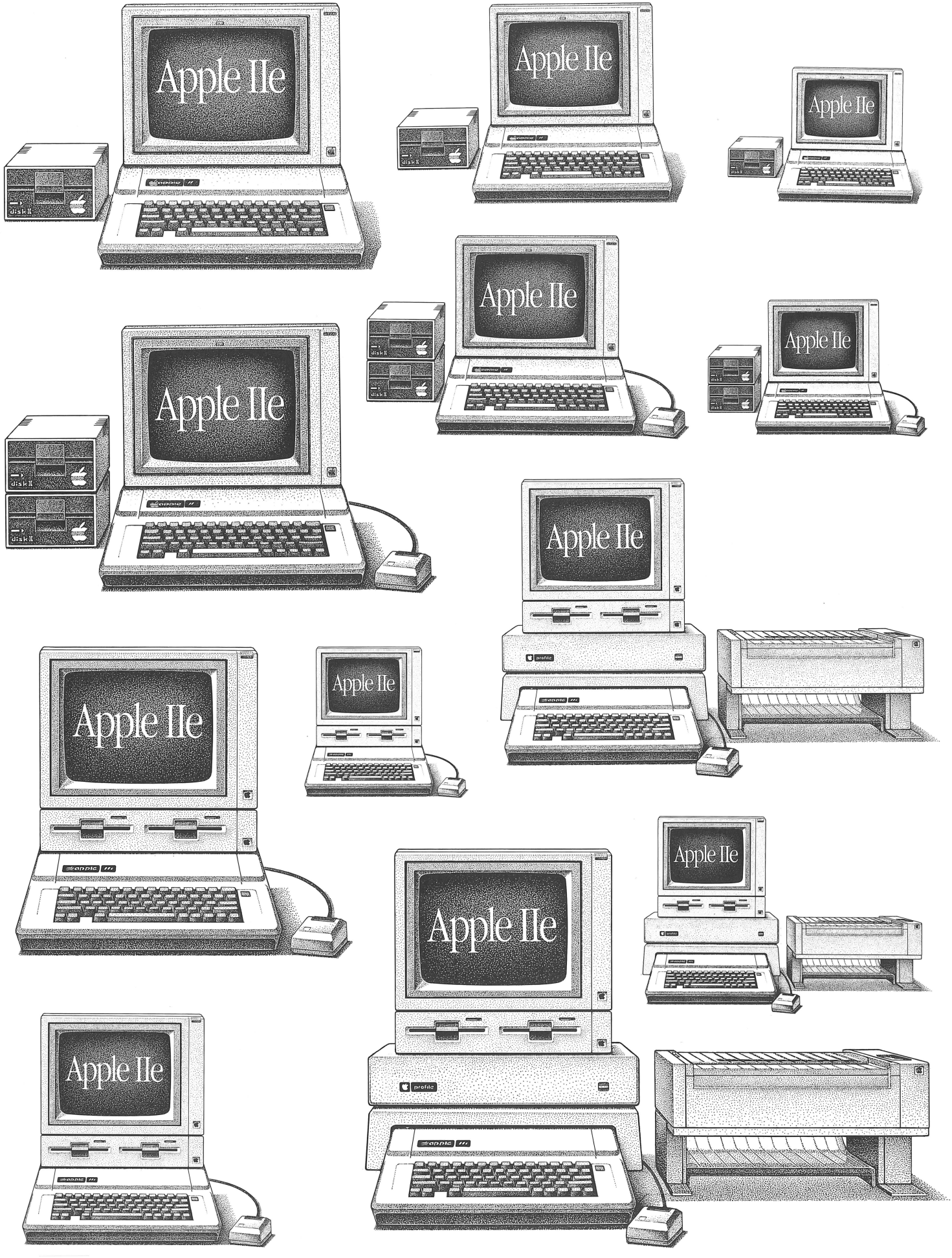
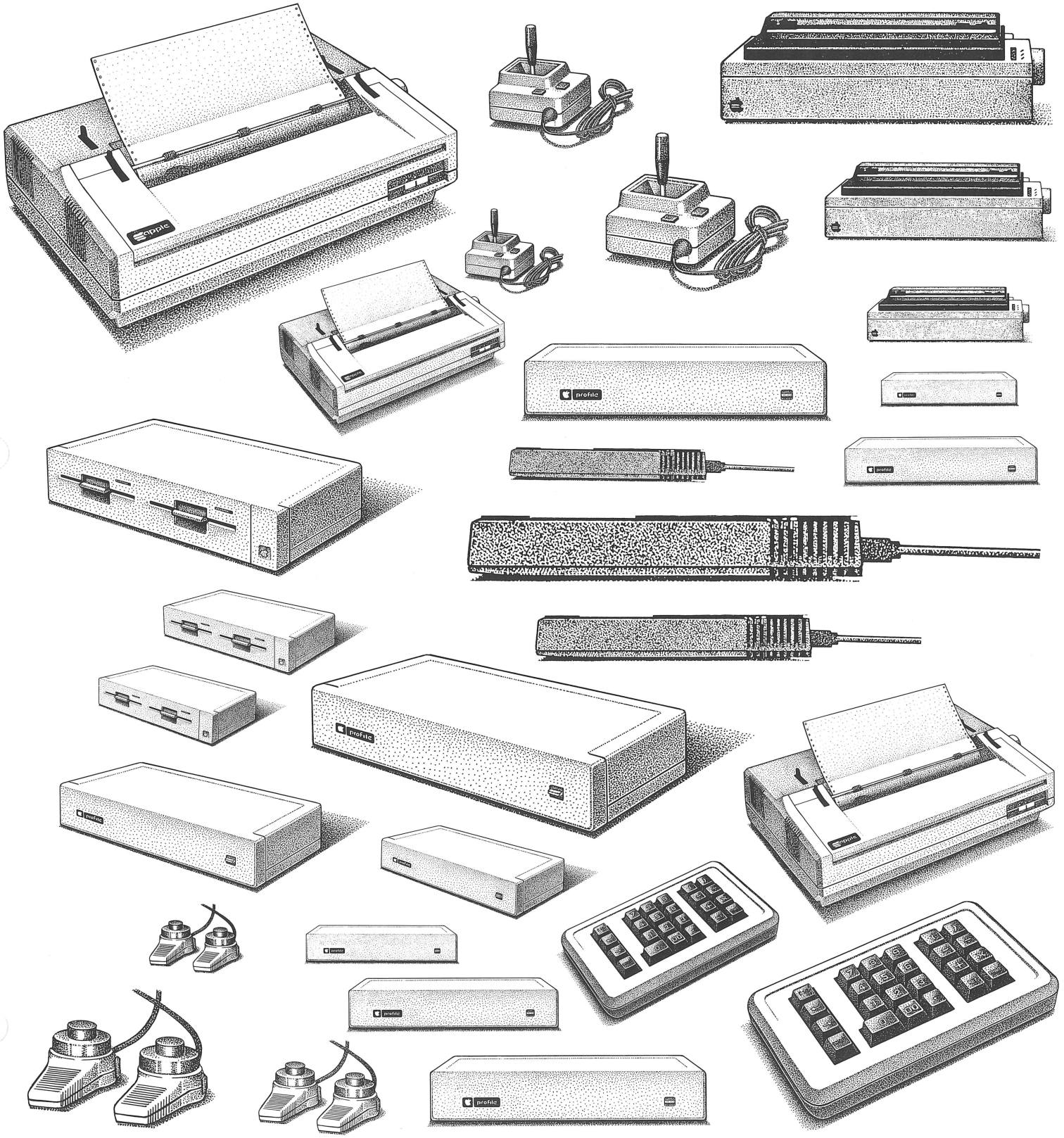
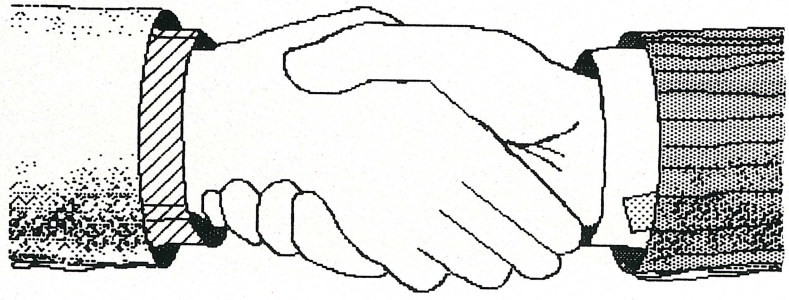

Apple IIe
disk II
profile

Apple II Accessories



IIc



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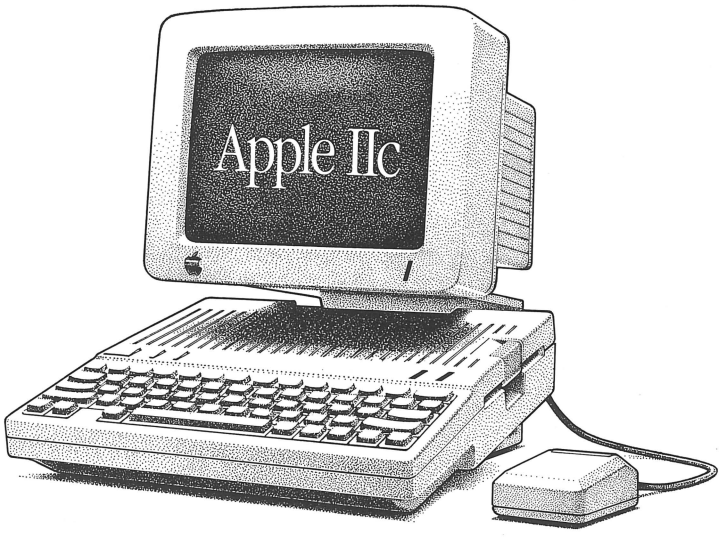

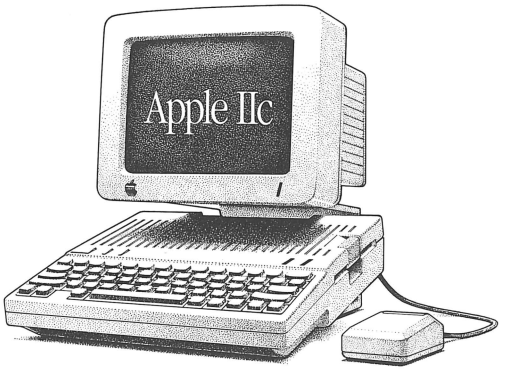

Ever hear of a seven and a half pound heavyweight? We have. And we have it in stock right now.

The 128K Apple® IIc is small but mighty. With a built-in disk drive and built-in ports for adding modems and printers. It even includes a tutorial that helps you get ready to run your choice of thousands of programs for business. For education. Or just for fun.

Stop by today and ask our friendly sales staff to help you put Apple's smallest heavyweight through its paces.

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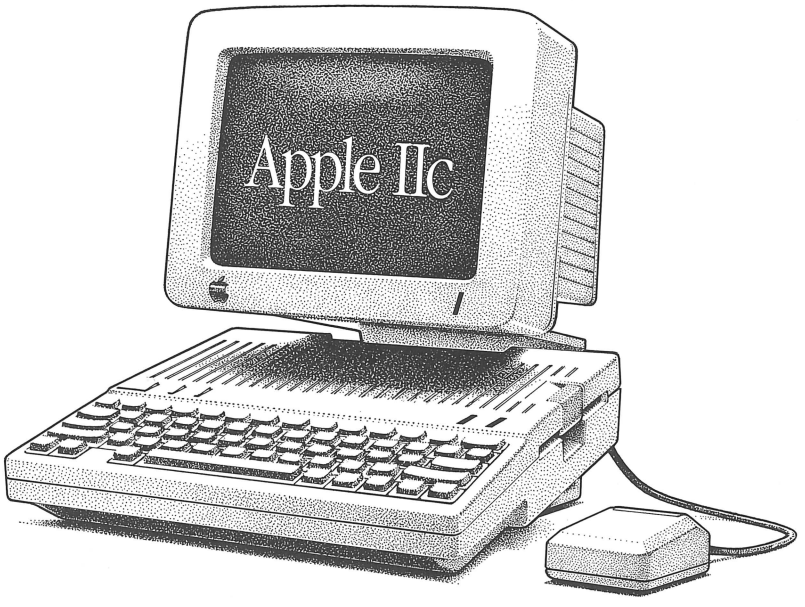

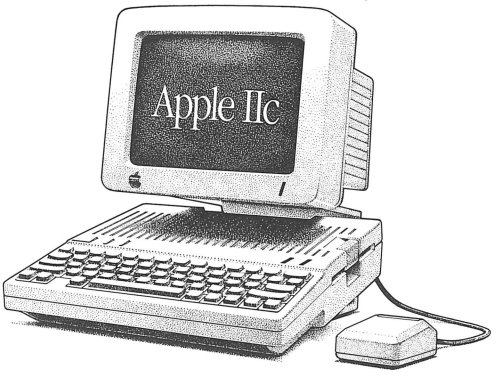

The Apple® IIc is the perfect computer for the whole family. It's powerful, expandable, easy to use. And its incredible software base includes thousands of programs which means it's ready to help out with just about any problem your family can dream up.

So stop by today. Bring the whole family. And let our friendly, helpful sales staff show you an Apple IIc System that your family can work with and live with for a long, long time.

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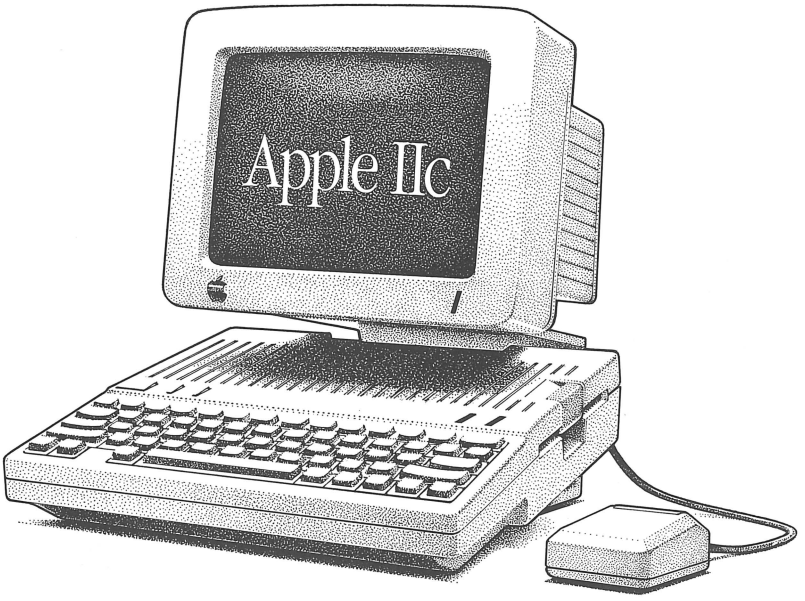

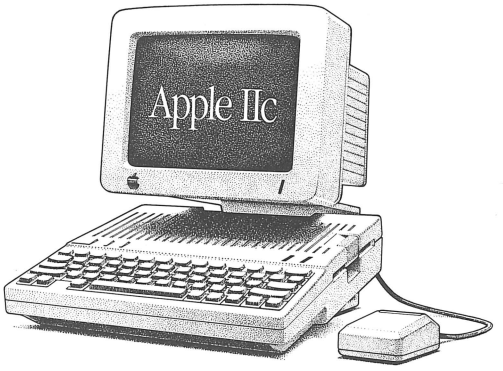

Who needs an Apple® IIc System? You do. Because time is money. And right now you're wasting plenty of both doing things around the house and around the office without an Apple IIc. Things you could be doing a whole lot faster and easier.

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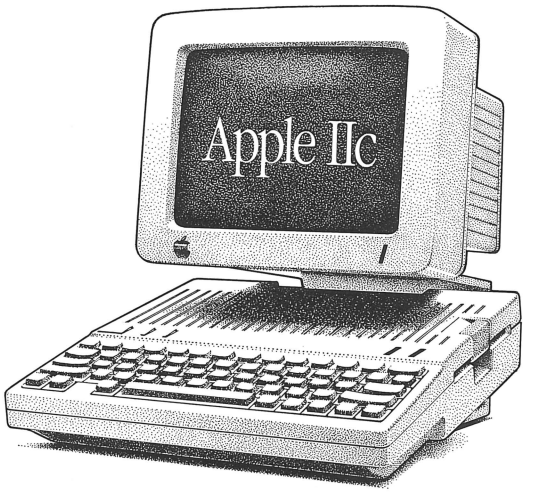

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For some odd reason that no one has yet figured out, computers are a seasonal product. And what season's the slowest? You got it, baseball season.

That's why summertime's the best time to buy that Apple® Business Bundle you've had your eye on. Because when the crowds are down at our store, our prices go down, too.

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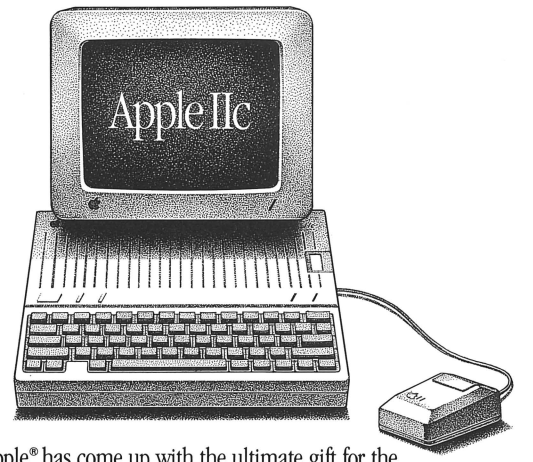

Apple® has come up with the ultimate gift for the American worker. Less work. And we've sweetened the deal with special lower prices on our most popular Apple models and accessories during our Three Day Labor Day Sale.

So stop by this long weekend. And let our friendly, qualified sales staff show you the Apple that can help you work less. And enjoy it more. Authorized Dealer

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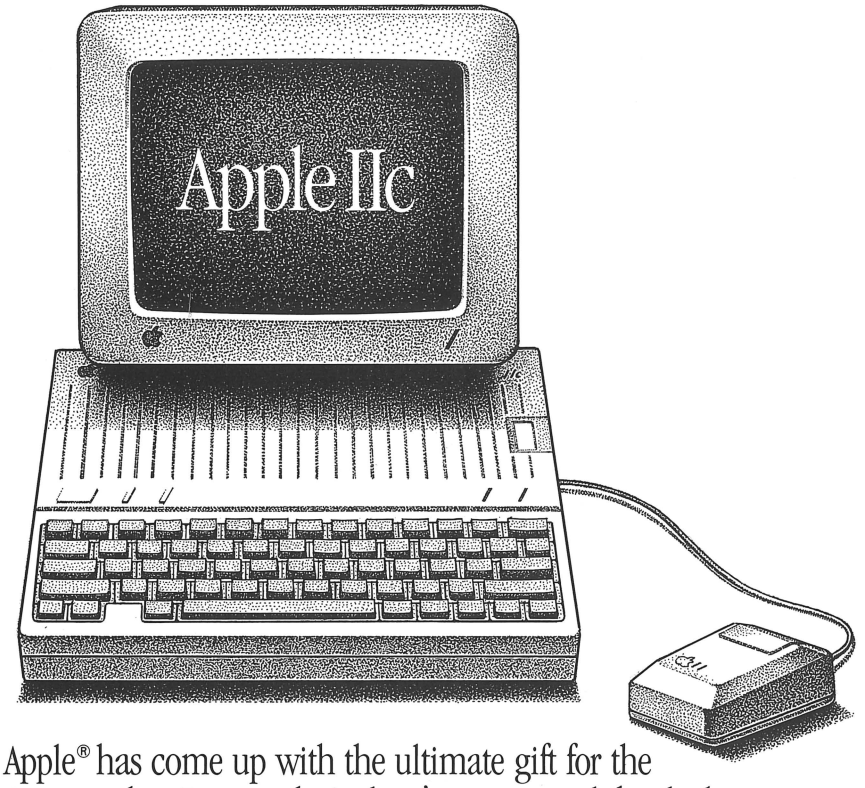

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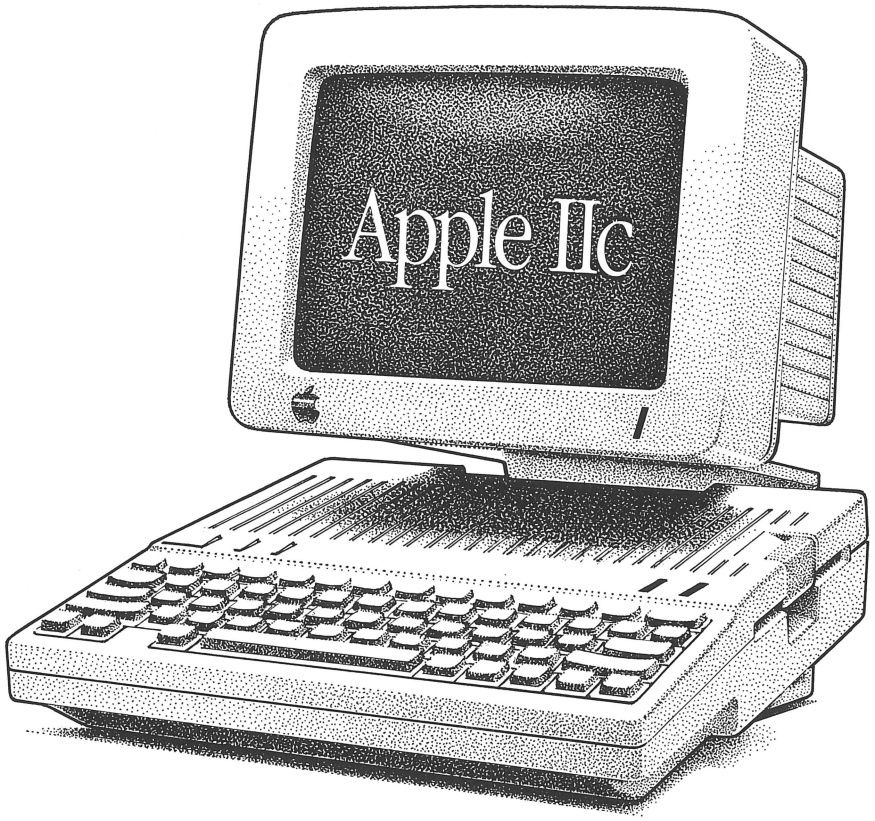

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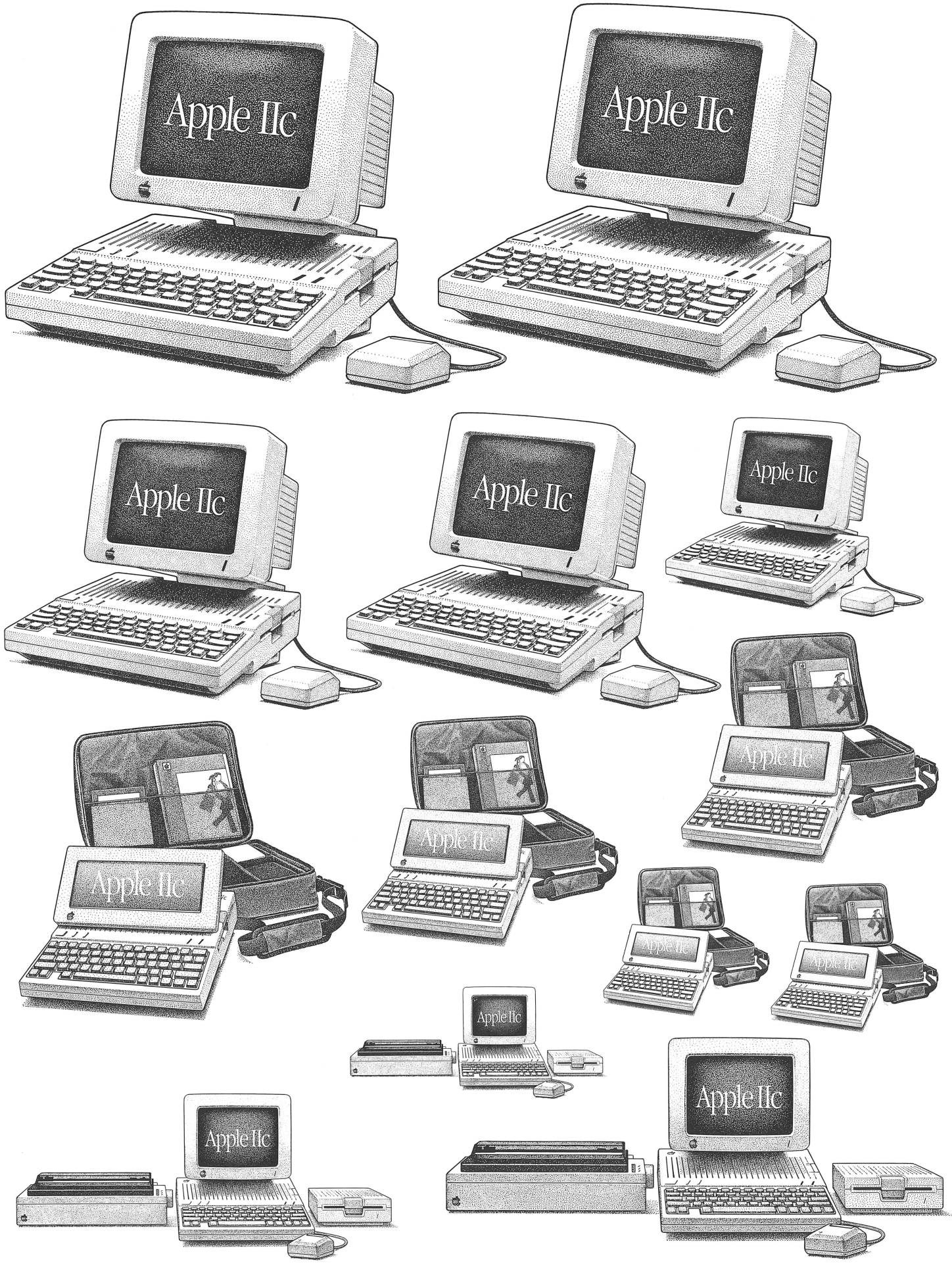
Apple IIc

Co-Op Radio Scripts

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ANNCR: A few years back, some of us came to two terrifying realizations. Number one, we would have to learn the metric system. And number two, we would have to learn how to run a personal computer. Luckily, most of us can still slide by without metrics—except for an occasional embarrassing moment at the gas pump. But it's time to stop hiding from computers. Not just because (STORE NAME) is your authorized Apple Dealer and they're paying for this commercial. But because with an Apple IIc or IIe and any of the thousands of Apple II software programs, your life could be a whole lot easier. And right now, you can get an (APPLE II SYSTEM DESCRIPTION) at (STORE NAME) for just $0000. Or, if you want a more complete system, (STORE NAME) has an (PRODUCT NAME AND DESCRIPTION) for just $0000. There's even a software program that handles metric conversions. So stop by (STORE NAME) and get rid of two phobias for the price of one.

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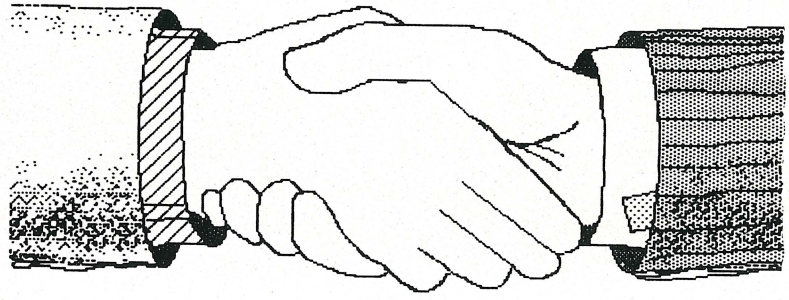
ANNCR: In spite of all the many brands of personal computers that have come, and in some cases come-and-gone in the last seven years, the Apple IIc and the Apple IIe are still supported by more software than any other computer in the world. Surprised? Then you haven't stopped by (STORE NAME) lately to see the Apple IIc and IIe in action. Because whether you want your personal computer for home or business, (STORE NAME) has the Apple computer and the software you need to get the buying process finished—and the computing process started. We're authorized Apple dealers, and we have a special low price on an (APPLE II SELECTED PRODUCT DESCRIPTION—INCLUDING ACCESSORIES)—just $0000. Or, if you're after a slightly bigger system, (STORE NAME) has an (APPLE II SELECTED BIGGER SYSTEM DESCRIPTION) for just $0000. So stop by (STORE NAME) today and try the Apple IIc's and IIe's. Then try to match their versatility, price and software selection with any other brand.

Macintosh



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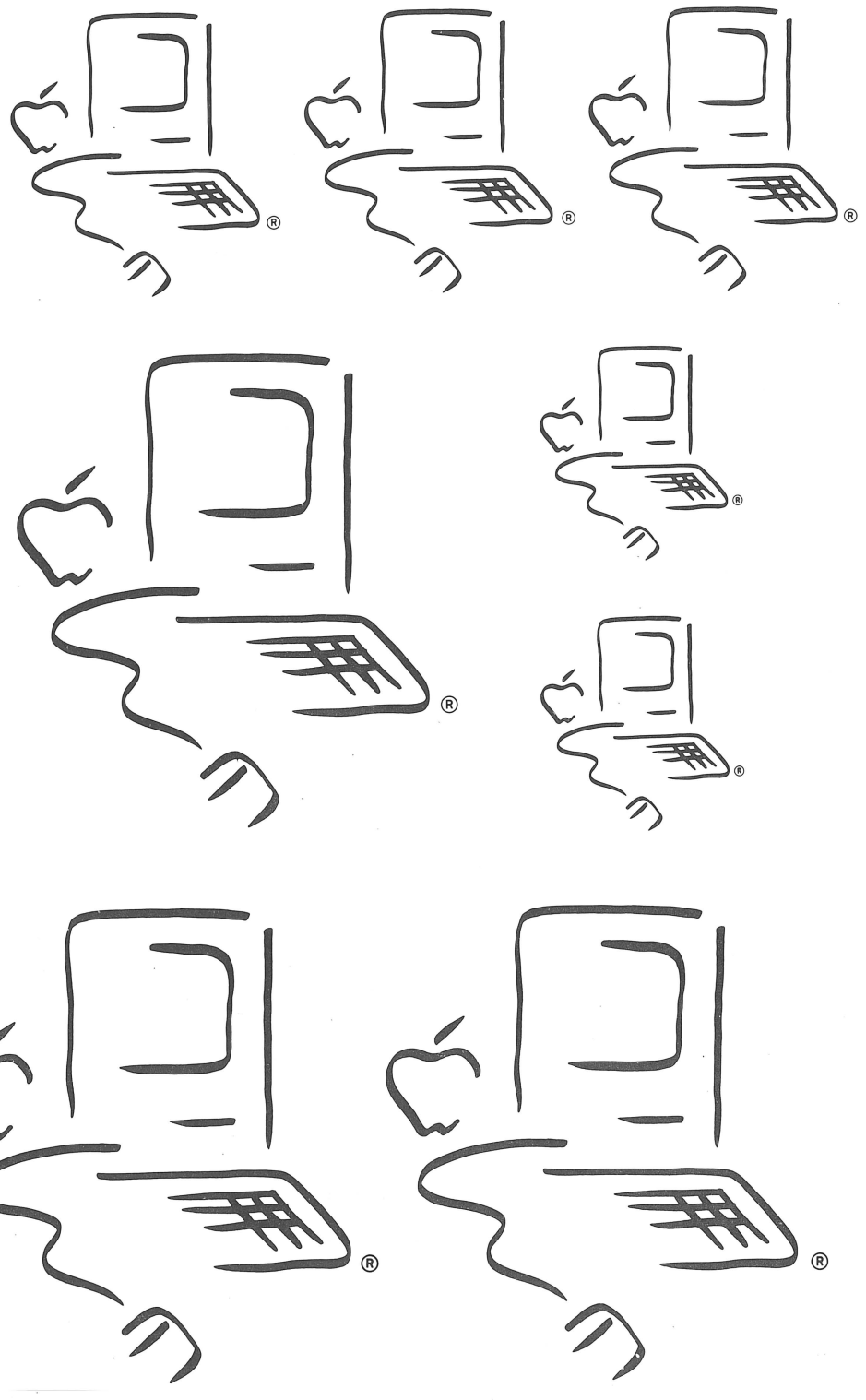

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2. LOGO

a. Macintosh™ b. Macintosh™ 512K

c. Macintosh™ XL

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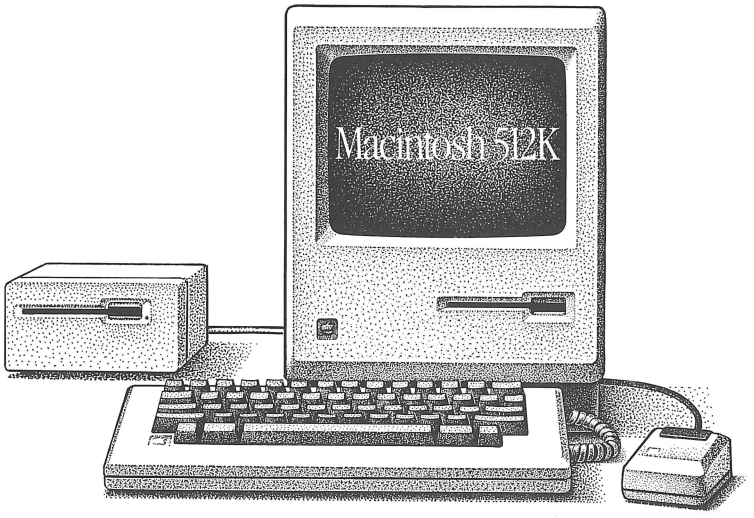

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But they've made the Macintosh™ four times more powerful, without making it one bit harder to use.

So now you can do 50% larger spreadsheets. 800% bigger word processing jobs. 1000% bigger planning jobs. And you can do it all just as easily as you could on a standard 128K Macintosh.

Of course, you can't compare the 512K Macintosh to the 128K Macintosh if you've never tried either one. So let's do something about that.

Stop by today, and let our helpful sales staff show you how little help you really need.

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It wasn't easy.

But they've made the Macintosh™ four times more powerful, without making it one bit harder to use.

So now you can do 50% larger spreadsheets. 800% bigger word processing jobs. 1000% bigger planning jobs. And you can do it all just as easily as you could on a standard 128K Macintosh.

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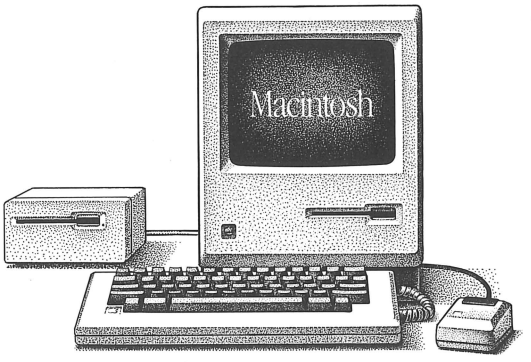

It's almost easier to learn how to use a Macintosh™ than it is to read about how easy it is to use.

Anybody can be up and running on a Macintosh in a matter of minutes. And from then on, your time savings will be measured in days, weeks, and months.

But first you have to stop by so our friendly, qualified sales staff can introduce you to Macintosh. And vice versa.

So next time you've got a few minutes to spare, stop by and learn how to run a Macintosh. Or, if you've got nothing but time on your hands, try learning how to run something else.

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Macintosh™ XL is Apple's most powerful business computer with a full megabyte of RAM, built-in 10 megabyte hard disk, 33% larger screen and internal 400K disk drive. It has all the power, memory and features to tackle the biggest business tasks.

Come in for a free demonstration, and our professional sales staff will have you running Macintosh XL yourself in minutes. Because powerful as it is, it's just as easy to learn and use as any other Macintosh.

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Macintosh™ from Apple Computer was designed on the simple premise that people can get more done with a computer they can actually use. So Macintosh has the power you need to tackle any task. Runs hundreds of business programs—for everything from spreadsheet analysis to business graphics to office management. And yet is incredibly easy to learn and use.

What's more, Macintosh is the cornerstone of The Macintosh Office, a set of powerful new products—including the AppleTalk™ Personal Network and the LaserWriter printer—that can improve productivity in your office instantly.

It's time you discovered the many advantages of doing business with Macintosh.

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Whether you're in the Fortune 500 or the Fortune 5,000,000, there's a Macintosh™ Office for you.

So come in today—and see The Macintosh Office for yourself. Choose between the three powerful business computers in the Macintosh family: the Macintosh 128K, Macintosh 512K and Macintosh XL.

You'll see programs that can handle any business task—from data-base management to office management.

You'll see near publication-quality text and graphics from the LaserWriter, a printer every computer in the Macintosh Office can share.

And you'll see how easy and inexpensive it is to connect everyone in your workgroup with the AppleTalk™ Personal Network.

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Macintosh XL

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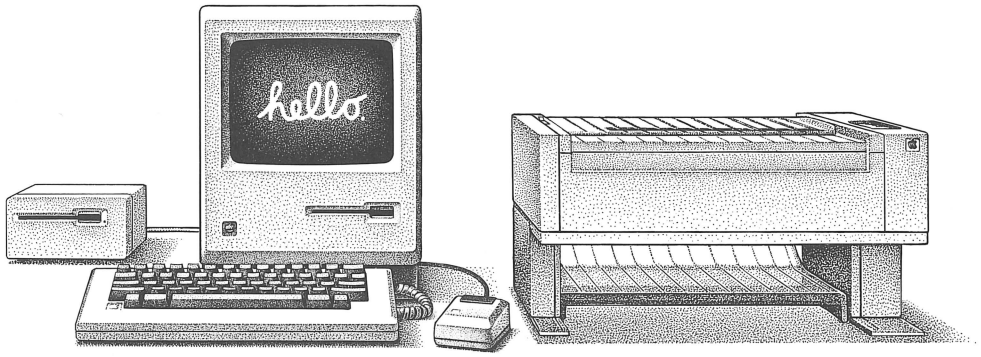
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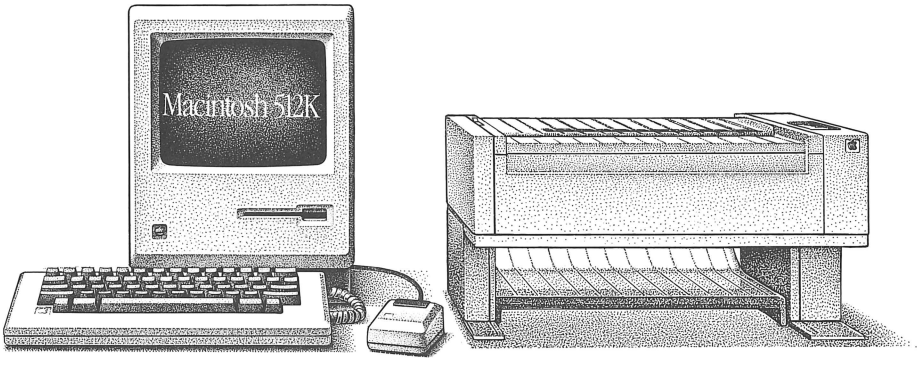
Macintosh 512K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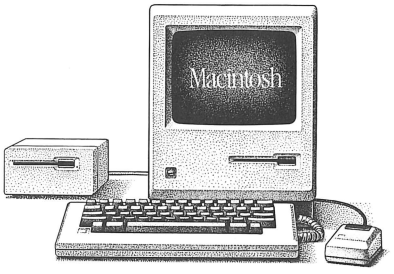
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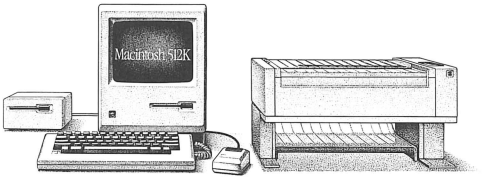
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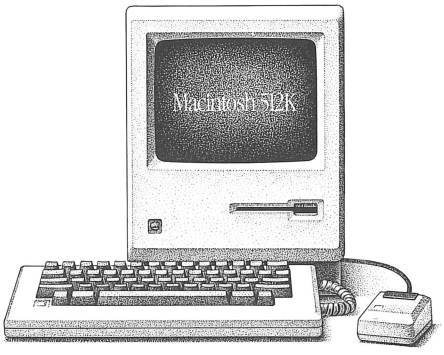
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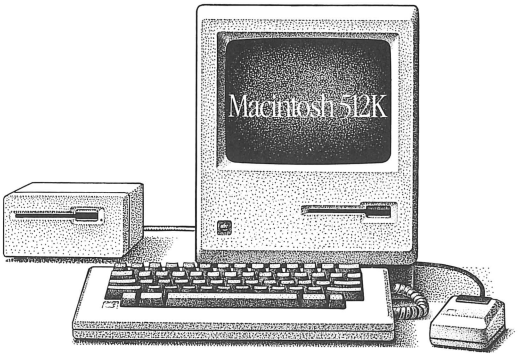
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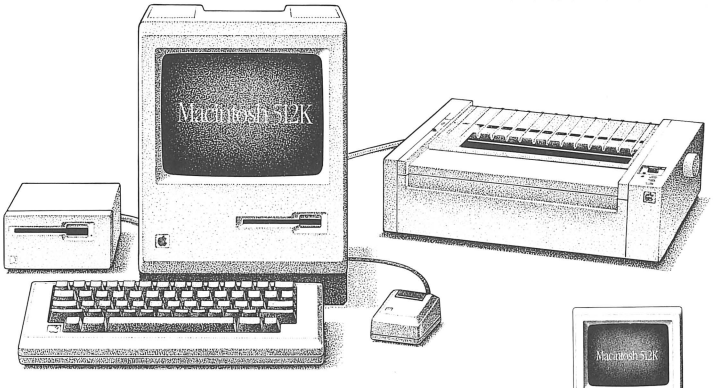
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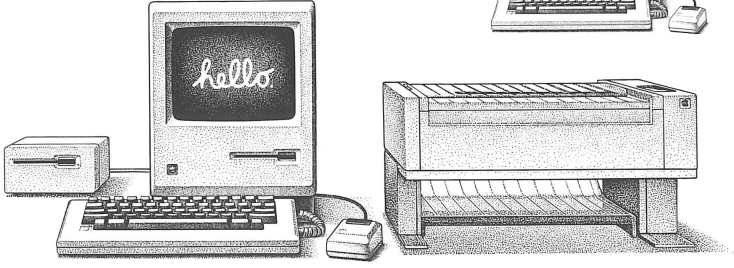
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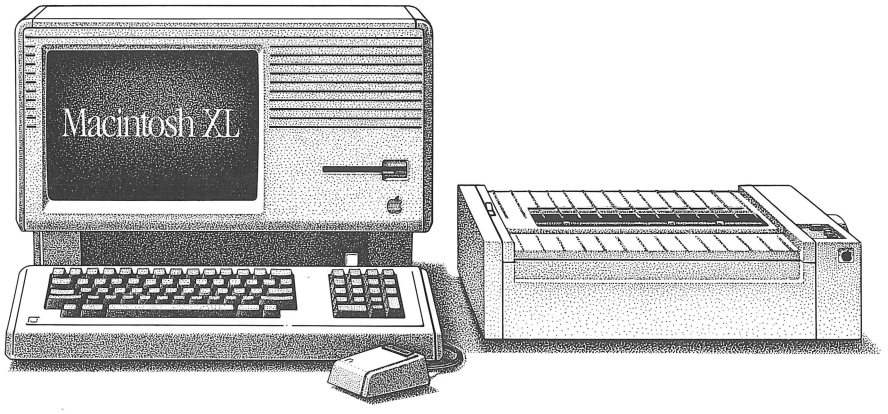
Macintosh

Macintosh 512K


Macintosh XL

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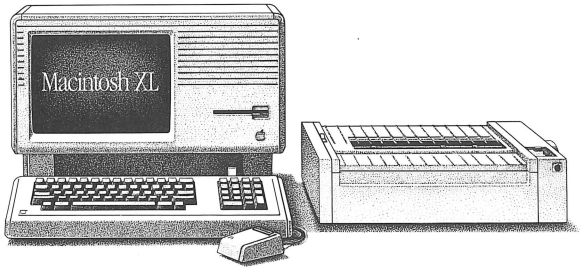
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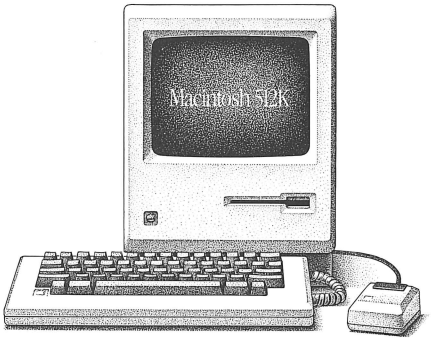
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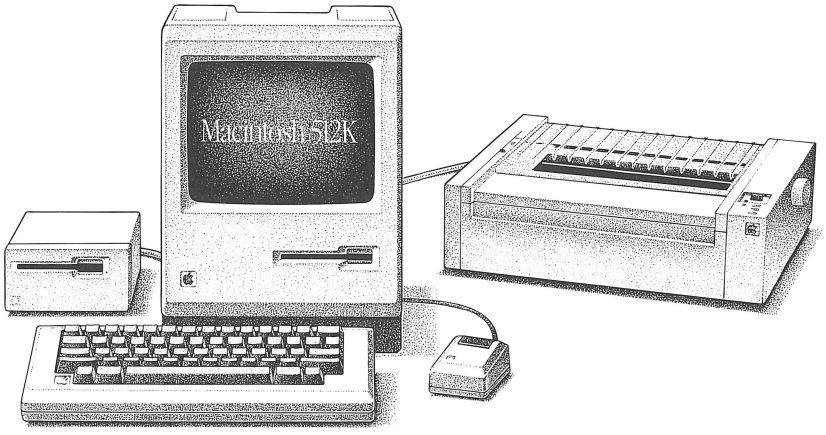
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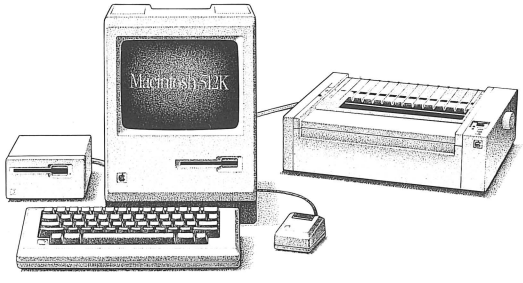
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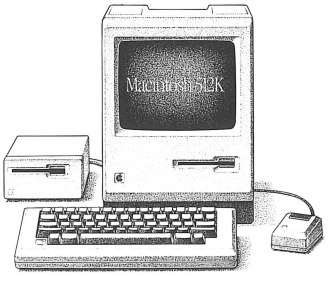
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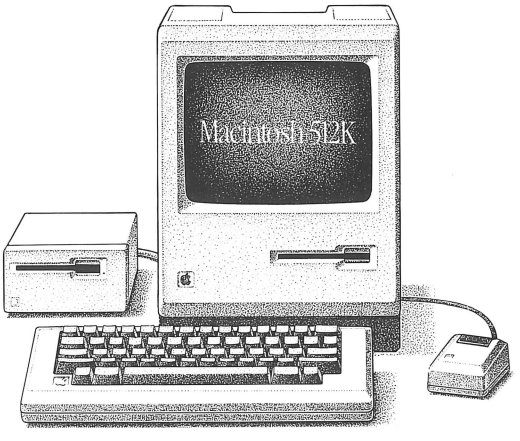
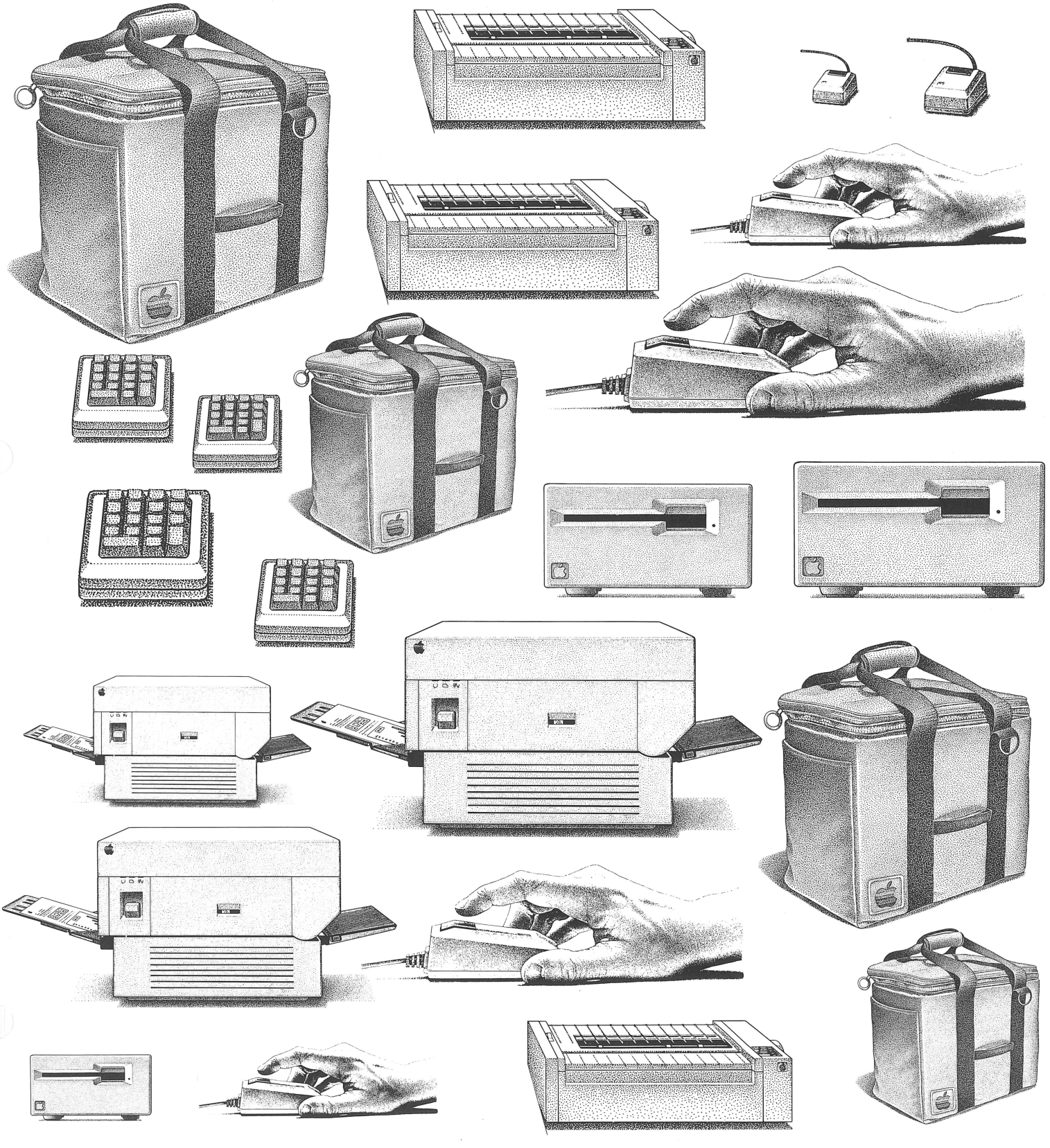

Macintosh 512K

Macintosh Accessories



Co-Op Radio Scripts

:60 Live Dealer Radio
MACINTOSH GROUP

ANNCR: Ever visit friends who were all excited about their new personal computer? Friends who sat you down and showed you how much fun it is to memorize a couple hundred pages of computer manuals? If so, then the best thing you got out of your introduction to computers was a little sleep—somewhere between something called booting and something called a terminal error. But if you think all computers are about as interesting as the state driver's manual, you're in for a surprise. Because (STORE NAME) is an authorized Apple Dealer. And Macintosh is the first business computer for the rest of us—designed to help you concentrate on what you want to get done. Not on how to get a computer to do it. But don't take our word for it. Stop by (STORE NAME) and try Macintosh yourself. You'll be up and running in no time. Because once you've run one Macintosh program, you can run any one of the growing library of Macintosh software now available. So stop by (STORE NAME) and pick up a Macintosh. Just think of all the extra work you'll get done... and all the friends you *won't* put to sleep.

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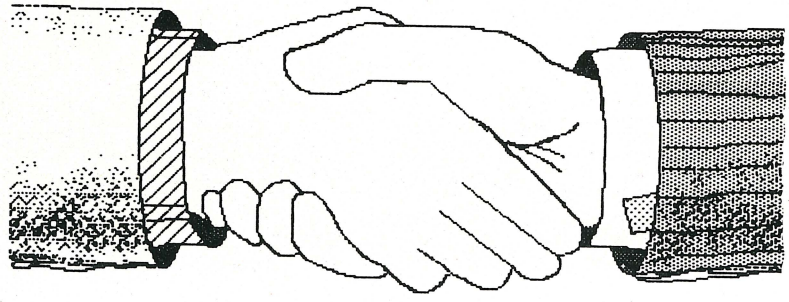
ANNCR: Here's some great news from (STORE NAME) for everybody who never wanted their very own personal computer—because they didn't want to spend half their very own lives learning how to use it. The great news is the Macintosh Personal Business Computer from Apple. And if you're graceful enough to tune-in your radio, then you already know how to use a Macintosh. Because all you have to do to use a Macintosh is point. If you're still not sure you're ready to run a Macintosh. And you're still not ready for all the terrific Macintosh software that's out there waiting to make your job and your life a whole lot easier—(STORE NAME) would like you to take this simple pointing test. Ready? Okay, here goes. Take your right index finger and touch it to the end of your nose. (PAUSE) There... Now, touch your nose to your index finger. (PAUSE) See! Even your nose knows how to run a Macintosh! So head over to (STORE NAME)—we're authorized Apple dealers—and try a Macintosh right now. You'll be amazed at how much you already know about computing. And delighted about how little it takes to take home a Macintosh.

Macintosh Office



The Macintosh™ Office
AppleTalk™

Macintosh "family"

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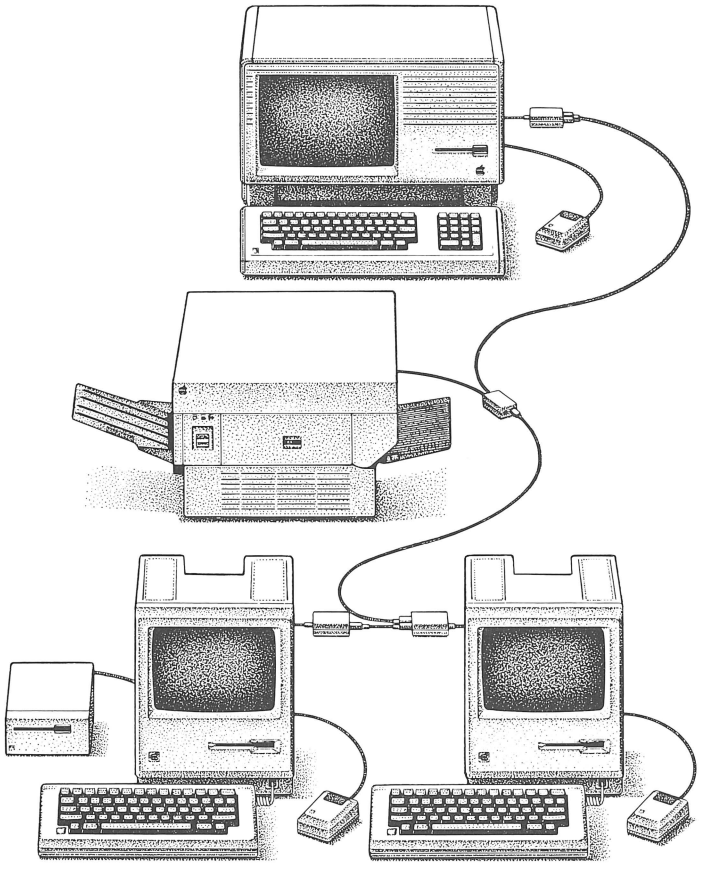

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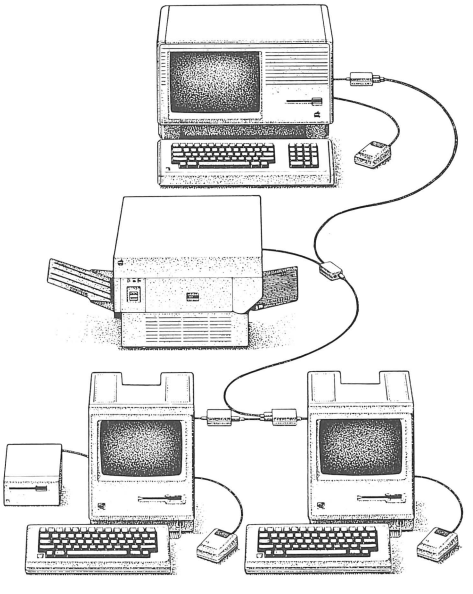

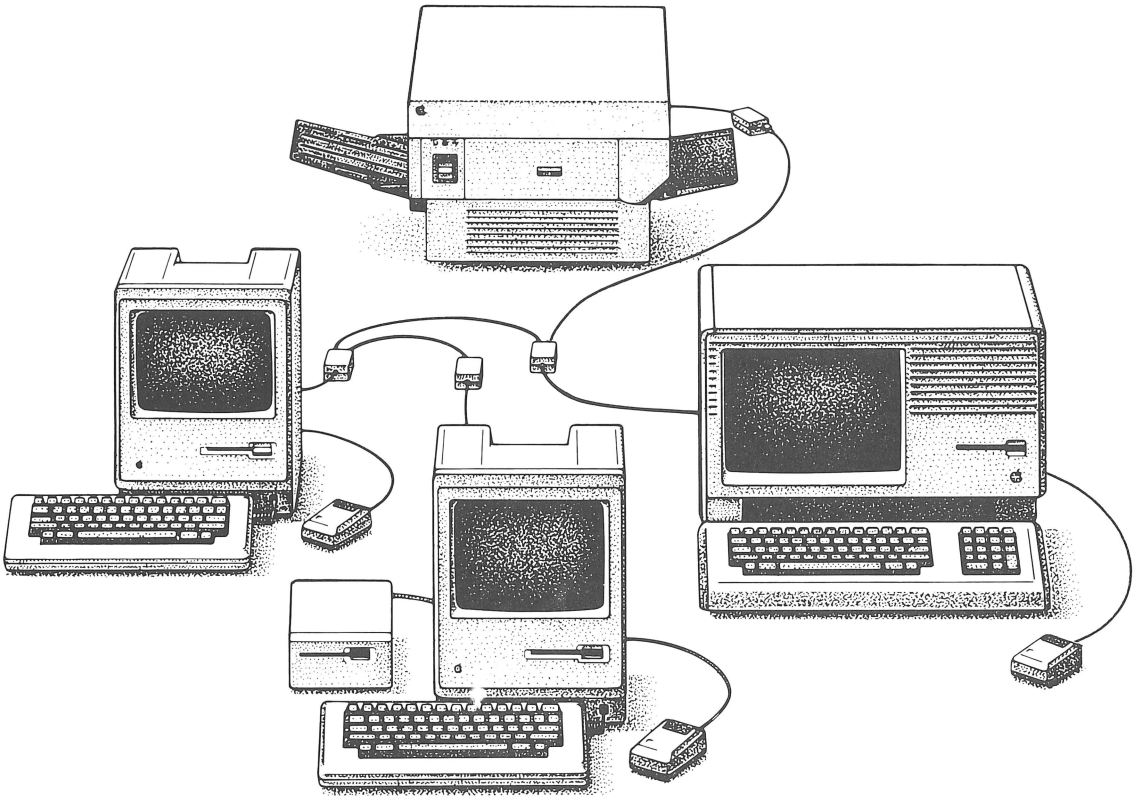

Introducing The Macintosh Office.

Come in and let us show you The Macintosh™ Office, an extended family of office products designed to dramatically improve the productivity of your business.

The cornerstone of The Macintosh Office is the family of Macintosh computers—the business computers designed to reduce computer start-up time from the better part of a 40-hour work week to just about a lunch hour.

Add the AppleTalk™ Personal Network, a breakthrough in networking at a cost of just $50 a user. This easy-to-install network allows you to connect up to 32 desks and devices in The Macintosh Office.

The LaserWriter is a powerful laser printer that will dramatically increase the quality of paperwork in your office by creating near publication quality documents that communicate more effectively and more persuasively.

In short, The Macintosh Office focuses on the way you do business.

That's the vision. And now see the proof. Join us, won't you?

Time _____ **Date** _____ **Place** _____

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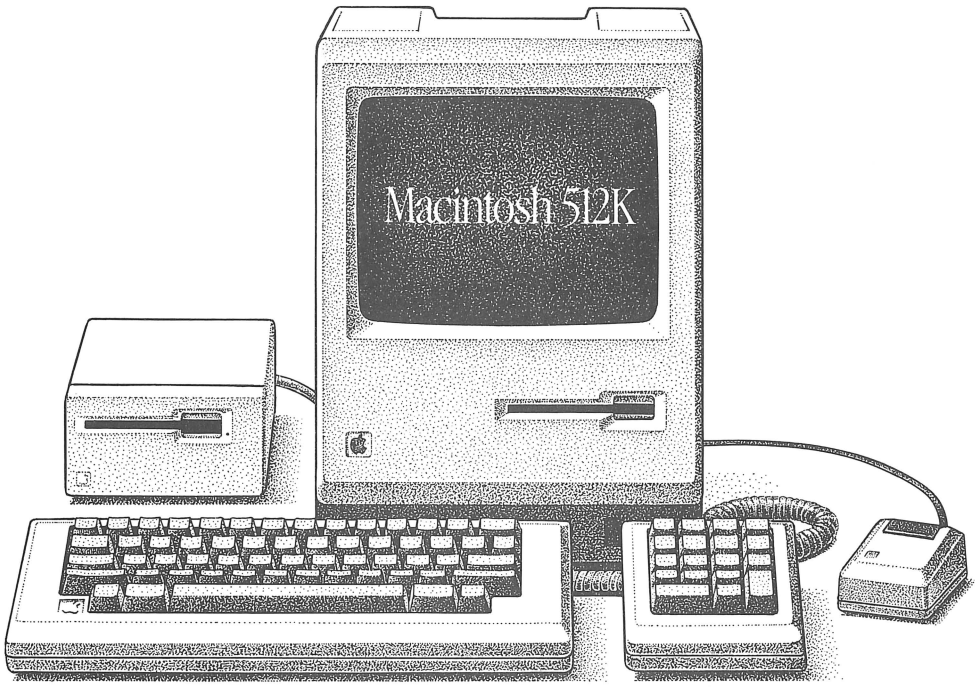

Macintosh 512K

The cornerstone of The Macintosh™ Office is the Macintosh 512K, shown here with an external disk drive and numeric keypad.

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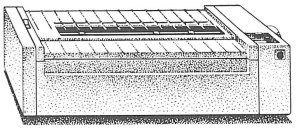

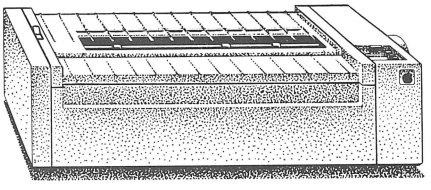

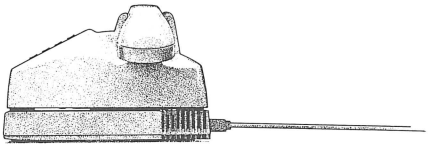

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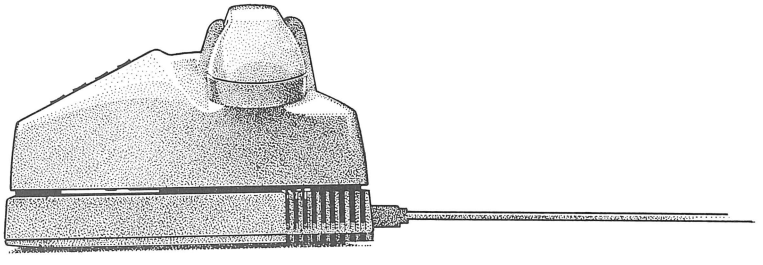

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Macintosh 512K

The Macintosh™ 512K is Apple's most popular business computer. Apple has made the radically easy-to-use Macintosh four times more powerful, providing it with enough memory for virtually any business task. The Macintosh 512K can run hundreds of the leading business software programs. Come in and try out the Macintosh 512K for yourself. You'll see how serious Apple is about business.

Authorized Dealer

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Macintosh XL

The Macintosh™ XL is Apple's most powerful business computer with up to a full megabyte of RAM, built-in 10 megabyte hard disk, larger screen and internal 400K disk drive. Hundreds of the leading business software programs run on Macintosh XL, which, combined with the increased power and memory, make it capable of tackling the biggest business tasks. Come in for a free demonstration, and our professional sales staff will have you running Macintosh XL in minutes. Because powerful as it is, it's just as easy to learn and use as any other Macintosh.

Authorized Dealer

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Macintosh XL

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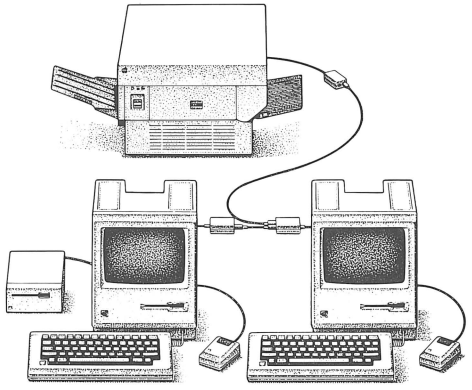
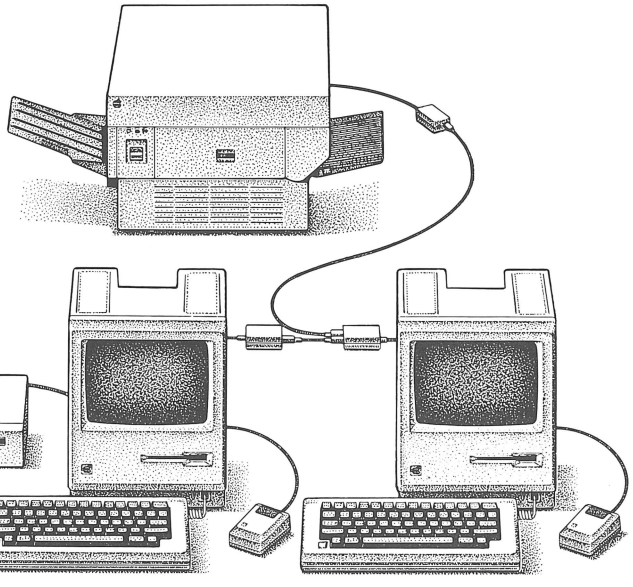


Macintosh XL

The Macintosh XL comes with up to a full megabyte of RAM and a built-in 10 Mb hard disk.

Authorized Dealer



Macintosh XL

The Macintosh XL comes with up to a full megabyte of RAM and a built-in 10 Mb hard disk.

Authorized Dealer

Macintosh 128K

Consider the advantages of a personal computer that's powerful, but incredibly simple to learn and use. That runs hundreds of business software programs. That comes complete with everything you need to start computing—in one transportable system. Including a built-in network connection for AppleTalk.™ Then consider all those advantages yours. With the Macintosh™ 128K.

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Macintosh 512K

Choose the computer of choice for business. The Macintosh™ 512K has enough memory to tackle large projects. Runs hundreds of high-powered business programs. And it's fast. All of which makes this Macintosh much bigger than it looks.

© 1985 Apple Computer Inc. Apple and the Apple logo are registered trademarks of Apple Computer Inc. Macintosh is a trademark licensed to Apple Computer Inc.

Macintosh 512K

The Macintosh™ 512K can tackle hundreds of tasks using one of many high-powered business programs: over 500 in all. So you can work with ideas as well as words. Account for people as well as numbers. Draw pictures as well as conclusions. Better, faster, and easier than with any other business computer.

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Macintosh XL

Think of what you could accomplish with a computer that has up to 1 megabyte of memory. Contains a built-in 10-megabyte hard-disk and a built-in network connection for AppleTalk.™ And runs hundreds of business programs. Then think about putting the Macintosh™ XL—Apple's most powerful business computer—in your Macintosh Office.

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Macintosh XL

Think of what you could accomplish with a computer that has up to 1 megabyte of memory. Contains a built-in 10-megabyte hard-disk and a built-in network connection for AppleTalk.™ And runs hundreds of business programs. Then think about putting the Macintosh™ XL—Apple's most powerful business computer—in your Macintosh Office.

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The Macintosh™ 512K can tackle hundreds of tasks using one of many high-powered business programs: over 500 in all. So you can work with ideas as well as words. Account for people as well as numbers. Draw pictures as well as conclusions. Better, faster, and easier than with any other business computer.

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© 1985 Apple Computer Inc. Apple and the Apple logo are registered trademarks of Apple Computer Inc. Macintosh is a trademark licensed to Apple Computer Inc.

Start your own network—$50*

*Manufacturer's suggested retail price.

No other printer can make this statement.

Macintosh™ just isn't itself anymore.

These are some of the hardest workers in The Macintosh™ Office.

Introducing The Macintosh™ Office.

Apple introduces an alternative to business as usual.

Start your own network—$50*

*Manufacturer's suggested retail price.

No other printer can make this statement.

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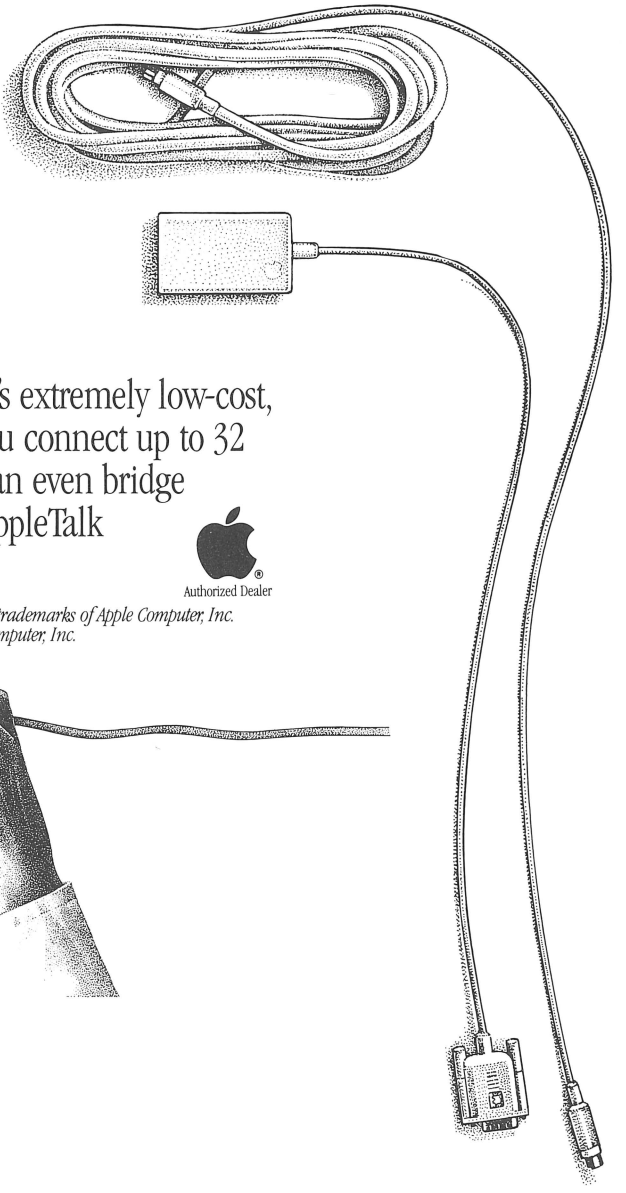
These are some of the hardest workers in The Macintosh™ Office.

Introducing The Macintosh™ Office.

Apple introduces an alternative to business as usual.

0123456789 0123456789

0123456789 0123456789



AppleTalk

The AppleTalk™ Personal Network is Apple's extremely low-cost, easy-to-hook-together network that lets you connect up to 32 members of The Macintosh™ Office. You can even bridge workgroups together by connecting one AppleTalk network to another.

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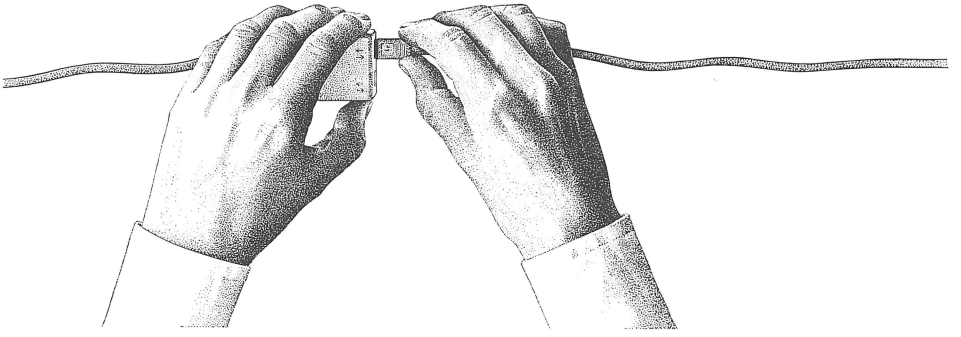

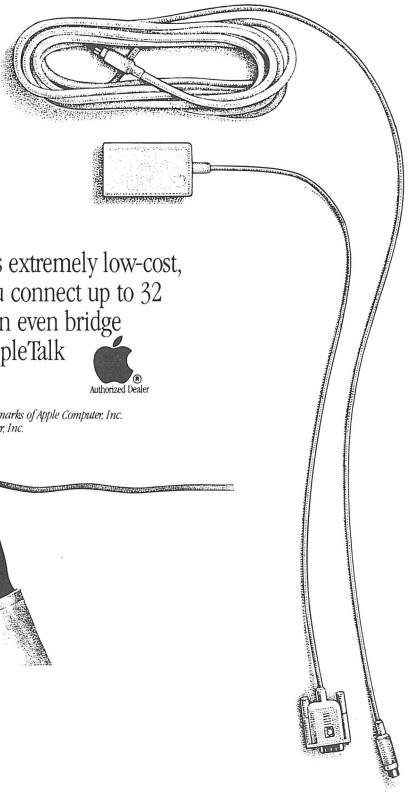

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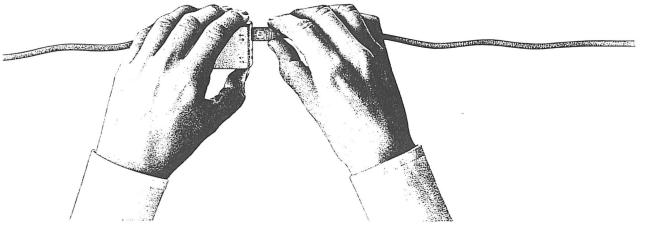

LaserWriter

It's only the size of a desktop copier, yet the LaserWriter printer contains the most powerful computer Apple has ever built. Along with four typefaces in a variety of styles and virtually unlimited sizes. And since it also has AppleTalk™ built into it, LaserWriter can be shared by everyone in The Macintosh™ Office.

Authorized Dealer

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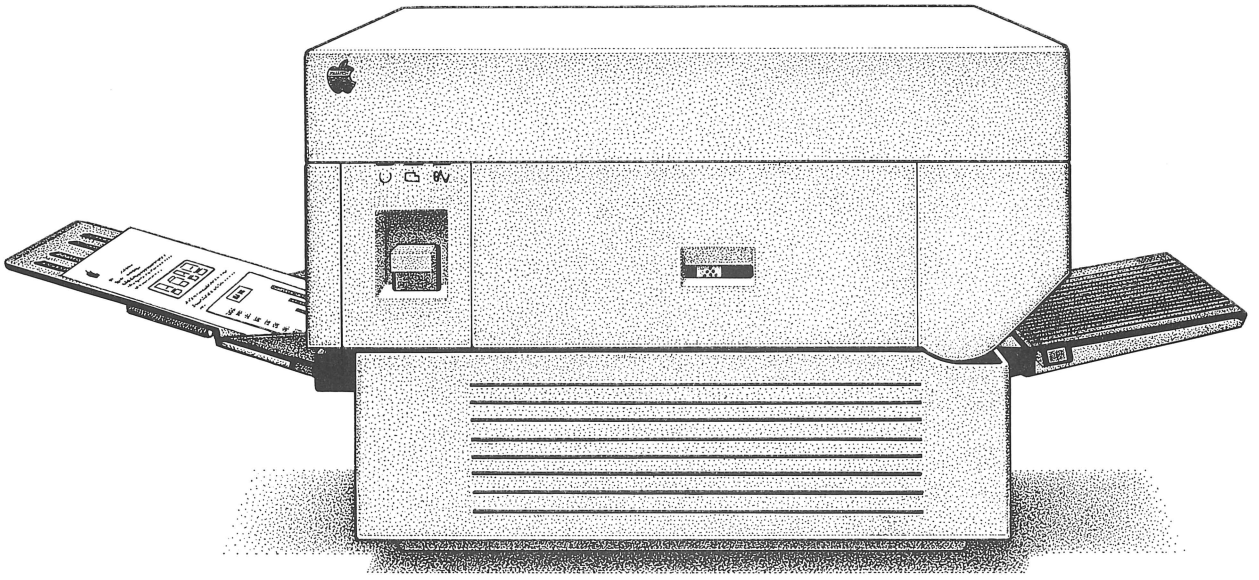

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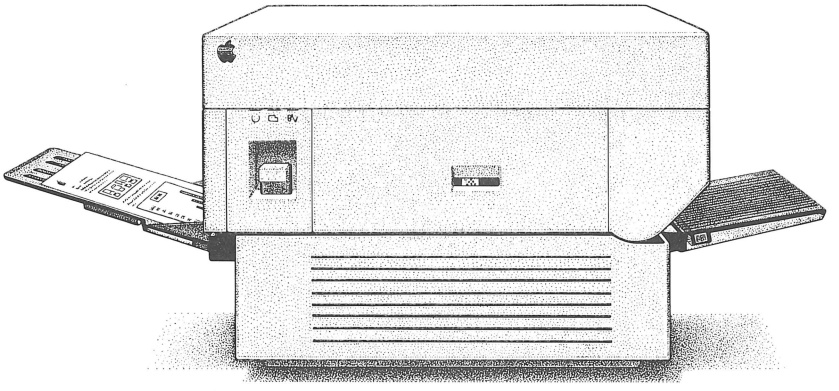
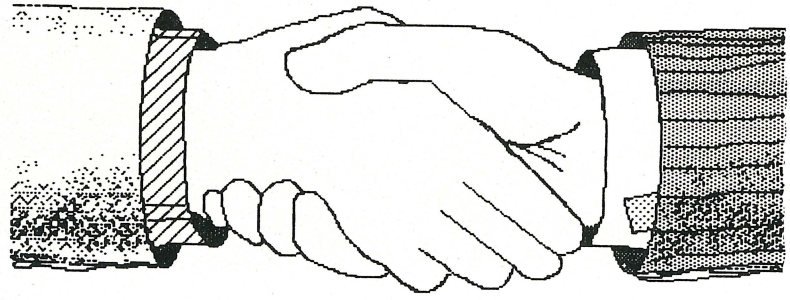
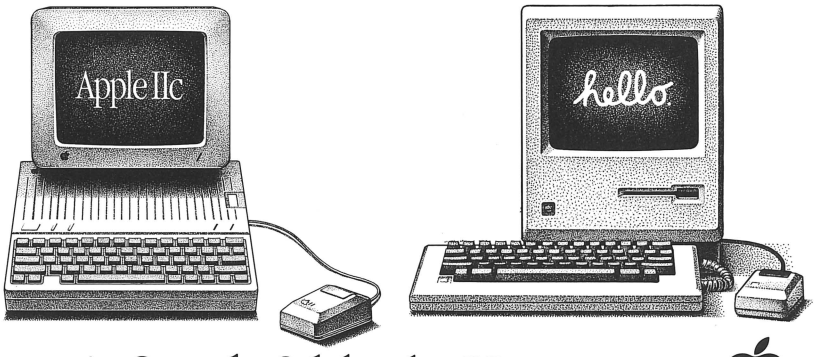


Outdoor Advertising



Billboard Copy

The best place to pick Apples.



This exit. South 2 blocks. Your Name.

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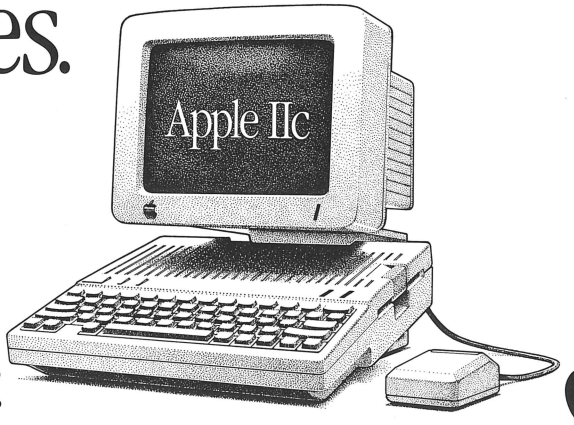
Authorized Dealer

We've pared down the price of Apples.



Hometown Computer.

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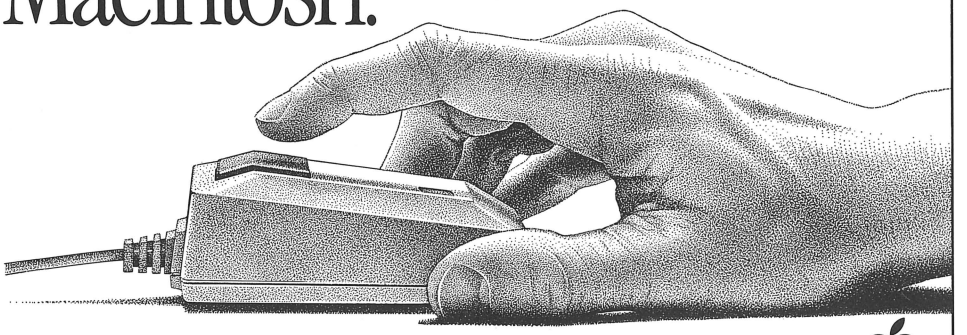
Authorized Dealer

Billboard Copy

The only directions you'll need to use Macintosh.™



This exit. South 2 blocks. Your Name.

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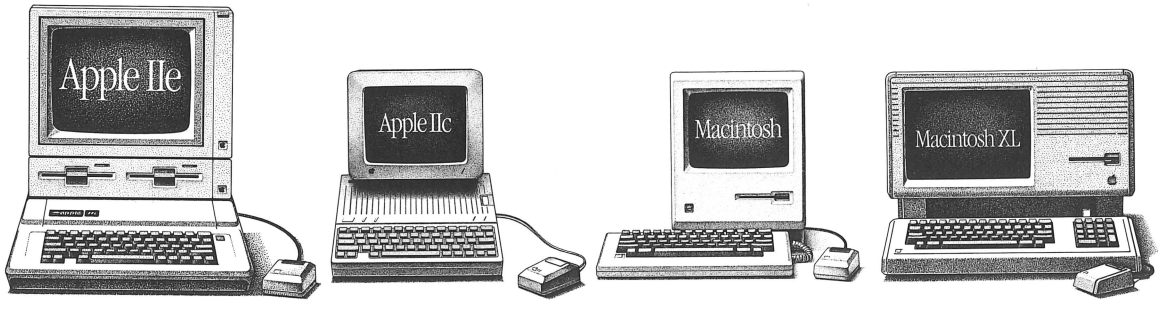
Authorized Dealer

We've got an Apple® for every appetite.



Hometown Computer.

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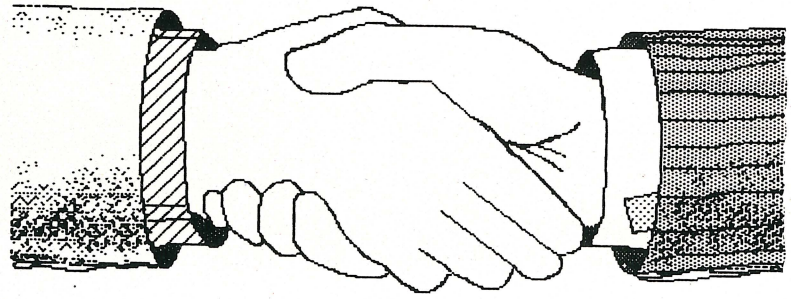
Forms



Co-op Advertising Claim Form

Claim No.B № 020546

General Information

Shaded area for IDC use only.

Date: Dealer Customer Number:

Dealer Name: Rep Office:

Address:

City: State:

Telephone: Zip Code:

Date Rec.
Output
Return
Final Out

Media Information

Use one line per media or ad date, list all details.

Reimbursement is based on the current 75% rate.

Product Code	Media Name	Ad Dates	Ad Size	Total Cost	Apple Portion (75%)	Credit Approved	Amount Unacceptable	Code
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
Product Code: 1-Software 2-Apple II 3-Apple III 4-Peripheral 5-Other				Total				
				Total claimed/adjusted				

Claim Submittal

Supporting data required for reimbursement must accompany all claims
(refer to your Apple Co-op Program for details)

A. PRINT—One (1) full page tearsheet per ad and paid media invoice.
B. RADIO/TV—One (1) copy of notarized script(s) an ANA/RAB format and corresponding invoice.
C. Media requiring Prior Approval—You must submit the approved Prior Authorization Request, along with back-up documents.

Submit all claims to:

Apple Computer, Inc.
c/o IDC Co-op Control
P.O. Box 3500
Reseda, CA 91355

This request for cooperative advertising credit is based on approved qualified advertising. I have attached the required evidence to verify this claim.

Dealer Signature Date

apple computer

P/N A2F0065-A

Submit top 3 copies to IDC, customer retain goldenrod

Co·op Advertising Claim Form

Claim No.B №020547

General Information

Shaded area for IDC use only.

Date: Dealer Customer Number:

Dealer Name: Rep Office:

Address:

City: State:

Telephone: Zip Code:

Date Rec.
Output
Return
Final Out

Media Information

Use one line per media or ad date, list all details.

Reimbursement is based on the current 75% rate.

Product Code	Media Name	Ad Dates	Ad Size	Total Cost	Apple Portion (75%)	Credit Approved	Amount Unacceptable	Code
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
Product Code: 1-Software 2-Apple II 3-Apple III 4-Peripheral 5-Other				Total				
				Total claimed/adjusted				

Claim Submittal

Supporting data required for reimbursement must accompany all claims
(refer to your Apple Co-op Program for details)

A. PRINT—One (1) full page tearsheet per ad and paid media invoice.
B. RADIO/TV—One (1) copy of notarized script(s) an ANA/RAB format and corresponding invoice.
C. Media requiring Prior Approval—You must submit the approved Prior Authorization Request, along with back-up documents.

Submit all claims to:

Apple Computer,Inc.
c/o IDC Co-op Control
P.O. Box 3500
Reseda, CA 91355

This request for cooperative advertising credit is based on approved qualified advertising. I have attached the required evidence to verify this claim.

Dealer Signature Date

apple computer

P/N A2F0065-A

Submit top 3 copies to IDC, customer retain goldenrod

Co-op Advertising Claim Form

Claim No.B

№020548

General Information

Shaded area for IDC use only.

Date: Dealer Customer Number:

Dealer Name: Rep Office:

Address:

City: State:

Telephone: Zip Code:

Date Rec.
Output
Return
Final Out

Media Information

Use one line per media or ad date, list all details.

Reimbursement is based on the current 75% rate.

Product Code	Media Name	Ad Dates	Ad Size	Total Cost	Apple Portion (75%)	Credit Approved	Amount Unacceptable	Code
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
Product Code: 1-Software 2-Apple II 3-Apple III 4-Peripheral 5-Other				Total				
				Total claimed/adjusted				

Claim Submittal

Supporting data required for reimbursement must accompany all claims
(refer to your Apple Co-op Program for details)

A. PRINT—One (1) full page tearsheet per ad and paid media invoice.
B. RADIO/TV—One (1) copy of notarized script(s) an ANA/RAB format and corresponding invoice.
C. Media requiring Prior Approval—You must submit the approved Prior Authorization Request, along with back-up documents.

Submit all claims to:

Apple Computer,Inc.
c/o IDC Co-op Control
P.O. Box 3500
Reseda, CA 91355

This request for cooperative advertising credit is based on approved qualified advertising. I have attached the required evidence to verify this claim.

Dealer Signature Date

apple computer

P/N A2F0065-A

Submit top 3 copies to IDC, customer retain goldenrod

Co-op Advertising Claim Form

Claim No.B №020549

General Information

Shaded area for IDC use only.

Date: Dealer Customer Number:

Dealer Name: Rep Office:

Address:

City: State:

Telephone: Zip Code:

Date Rec.
Output
Return
Final Out

Media Information

Use one line per media or ad date, list all details.

Reimbursement is based on the current 75% rate.

Product Code	Media Name	Ad Dates	Ad Size	Total Cost	Apple Portion (75%)	Credit Approved	Amount Unacceptable	Code
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
Product Code: 1-Software 2-Apple II 3-Apple III 4-Peripheral 5-Other				Total				
				Total claimed/adjusted				

Claim Submittal

Supporting data required for reimbursement must accompany all claims
(refer to your Apple Co-op Program for details)

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B. RADIO/TV—One (1) copy of notarized script(s) an ANA/RAB format and corresponding invoice.
C. Media requiring Prior Approval—You must submit the approved Prior Authorization Request, along with back-up documents.

Submit all claims to:

Apple Computer,Inc.
c/o IDC Co-op Control
P.O. Box 3500
Reseda, CA 91355

This request for cooperative advertising credit is based on approved qualified advertising. I have attached the required evidence to verify this claim.

Dealer Signature Date

apple computer

P/N A2F0065-A

Submit top 3 copies to IDC, customer retain goldenrod

Co-op Advertising Claim Form

Claim No.B №020550

General Information

Shaded area for IDC use only.

Date: Dealer Customer Number:

Dealer Name: Rep Office:

Address:

City: State:

Telephone: Zip Code:

Date Rec.
Output
Return
Final Out

Media Information

Use one line per media or ad date, list all details.

Reimbursement is based on the current 75% rate.

Product Code	Media Name	Ad Dates	Ad Size	Total Cost	Apple Portion (75%)	Credit Approved	Amount Unacceptable	Code
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
Product Code: 1-Software 2-Apple II 3-Apple III 4-Peripheral 5-Other				Total				
				Total claimed/adjusted				

Claim Submittal

Supporting data required for reimbursement must accompany all claims
(refer to your Apple Co-op Program for details)

A. PRINT—One (1) full page tearsheet per ad and paid media invoice.
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Submit all claims to:

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c/o IDC Co-op Control
P.O. Box 3500
Reseda, CA 91355

This request for cooperative advertising credit is based on approved qualified advertising. I have attached the required evidence to verify this claim.

Dealer Signature Date

apple computer

P/N A2F0065-A

Submit top 3 copies to IDC, customer retain goldenrod

Co·op Advertising
Prior Authorization Request

PA-B №012681

General Information

Shaded area for IDC use only.

Date: Dealer Customer Number:

Dealer Name: Sales Office:

Address:

City: State: Zip Code:

Telephone: Contact:

Dealer, Fill Out Completely

Instructions:

1. **Fill out this application for those items requiring prior approval by Apple as indicated in Co-op Program guidelines.**
2. **Retain the last part of this form for your file.**
3. **Mail remaining parts to your Apple Co-op Department.**

Type of Media or Event

Name of Publication or Event

Date(s) of Event, Insertion or Distribution

Anticipated Attendance or Circulation

Apple Product(s) to be Featured

Anticipated Co-opable Expense

Portion Exclusively Dedicated to Apple Product(s)

Other Details

atures

Dealer: Date Submitted

Apple Sales Rep.: Date Reviewed

Required for Shows & Seminars Only

Apple Use Only

☐ Application Approved as Submitted ☐ Application Approved Subject to Modification ☐ Application Denied

☐ Please Submit Additional Information

Apple is not obligated to reimburse the dealer for costs which exceed: $

Reviewed by Apple Co-op

Date:

Claim Submittal

First submit to:

Apple Computer, Inc.
Co-op Advertising MS 23H
20525 Mariani Avenue
Cupertino, CA 95014

To Request Co-op reimbursement the following documentation must be attached to appropriate invoices:

A. Copy of this form
B. Complete copy of "Co-op Advertising Claim Form" P/N A2F0065-C

Resubmit to:

Apple Computer
c/o IDC CO-OP CONTROL
P.O. Box 3500
Reseda, CA 91335

Apple Computer, Inc.

P/N A2F0076-B

Submit top 3 copies to IDC, customer retain goldenrod

Co·op Advertising
Prior Authorization Request

PA-B №012682

General Information

Shaded area for IDC use only.

Date: Dealer Customer Number:

Dealer Name: Sales Office:

Address:

City: State: Zip Code:

Telephone: Contact:

Dealer, Fill Out Completely

Instructions:

1. **Fill out this application for those items requiring prior approval by Apple as indicated in Co-op Program guidelines.**
2. **Retain the last part of this form for your file.**
3. **Mail remaining parts to your Apple Co-op Department.**

Type of Media or Event

Name of Publication or Event

Date(s) of Event, Insertion or Distribution

Anticipated Attendance or Circulation

Apple Product(s) to be Featured

Anticipated Co-opable Expense

Portion Exclusively Dedicated to Apple Product(s)

Other Details

atures

Dealer: Date Submitted

Apple Sales Rep.: Date Reviewed

Required for Shows & Seminars Only

Apple Use Only

☐ Application Approved as Submitted ☐ Application Approved Subject to Modification ☐ Application Denied

☐ Please Submit Additional Information

Apple is not obligated to reimburse the dealer for costs which exceed: $

Reviewed by Apple Co-op

Date:

Claim Submittal

First submit to:

Apple Computer, Inc.
Co-op Advertising MS 23H
20525 Mariani Avenue
Cupertino, CA 95014

To Request Co-op reimbursement the following documentation must be attached to appropriate invoices:

A. Copy of this form
B. Complete copy of "Co-op Advertising Claim Form" P/N A2F0065-C

Resubmit to:

Apple Computer
c/o IDC CO-OP CONTROL
P.O. Box 3500
Reseda, CA 91335

Apple Computer, Inc.

Co·op Advertising
Prior Authorization Request

PA-B №012683

General Information

Shaded area for IDC use only.

Date: Dealer Customer Number:

Dealer Name: Sales Office:

Address:

City: State: Zip Code:

Telephone: Contact:

Dealer, Fill Out Completely

Instructions:

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2. **Retain the last part of this form for your file.**
3. **Mail remaining parts to your Apple Co-op Department.**

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Name of Publication or Event

Date(s) of Event, Insertion or Distribution

Anticipated Attendance or Circulation

Apple Product(s) to be Featured

Anticipated Co-opable Expense

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Other Details

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Apple Sales Rep.: Date Reviewed

Required for Shows & Seminars Only

Apple Use Only

☐ Application Approved as Submitted ☐ Application Approved Subject to Modification ☐ Application Denied

☐ Please Submit Additional Information

Apple is not obligated to reimburse the dealer for costs which exceed: $

Reviewed by Apple Co-op

Date:

Claim Submittal

First submit to:

Apple Computer, Inc.
Co-op Advertising MS 23H
20525 Mariani Avenue
Cupertino, CA 95014

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A. Copy of this form
B. Complete copy of "Co-op Advertising Claim Form" P/N A2F0065-C

Resubmit to:

Apple Computer
c/o IDC CO-OP CONTROL
P.O. Box 3500
Reseda, CA 91335

Apple Computer, Inc.

STATION CALL LETTERS:	ANA/RAB Proof of Performance Radio/TV "Tear Sheet" for
MARKET:	Apple Computer, Inc.

CLIENT and ADDRESS:			FOR (Brand):	
COMMERCIAL ID #:	LENGTH:	BEGIN:	END:	DATE:

SCRIPT:

Station Documentation Statement Approved by the Co-Operative Advertising Committee of the Association of National Advertisers

This announcement was broadcast _____ times, as entered in the station's program log.

The times this announcement was broadcast were billed to this station's client on our invoice(s) number/dated _____ at his earned rate of:

$_____ each for _____ announcements, for a total rate of $_____

$_____ each for _____ announcements, for a total rate of $_____

$_____ each for _____ announcements, for a total rate of $_____

_____ Signature of Station Official

_____ Typed Name and Title

_____ (Notarize above)

_____ Station

CSR 2534

STATION CALL LETTERS:	ANA/RAB Proof of Performance Radio/TV "Tear Sheet" for
MARKET:	Apple Computer, Inc.

CLIENT and ADDRESS:			FOR (Brand):	
COMMERCIAL ID #:	LENGTH:	BEGIN:	END:	DATE:

SCRIPT:

Station Documentation Statement Approved by the Co-Operative Advertising Committee of the Association of National Advertisers

This announcement was broadcast _____ times, as entered in the station's program log.

The times this announcement was broadcast were billed to this station's client on our invoice(s) number/dated _____ at his earned rate of:

$_____ each for _____ announcements, for a total rate of $_____

$_____ each for _____ announcements, for a total rate of $_____

$_____ each for _____ announcements, for a total rate of $_____

_____ Signature of Station Official

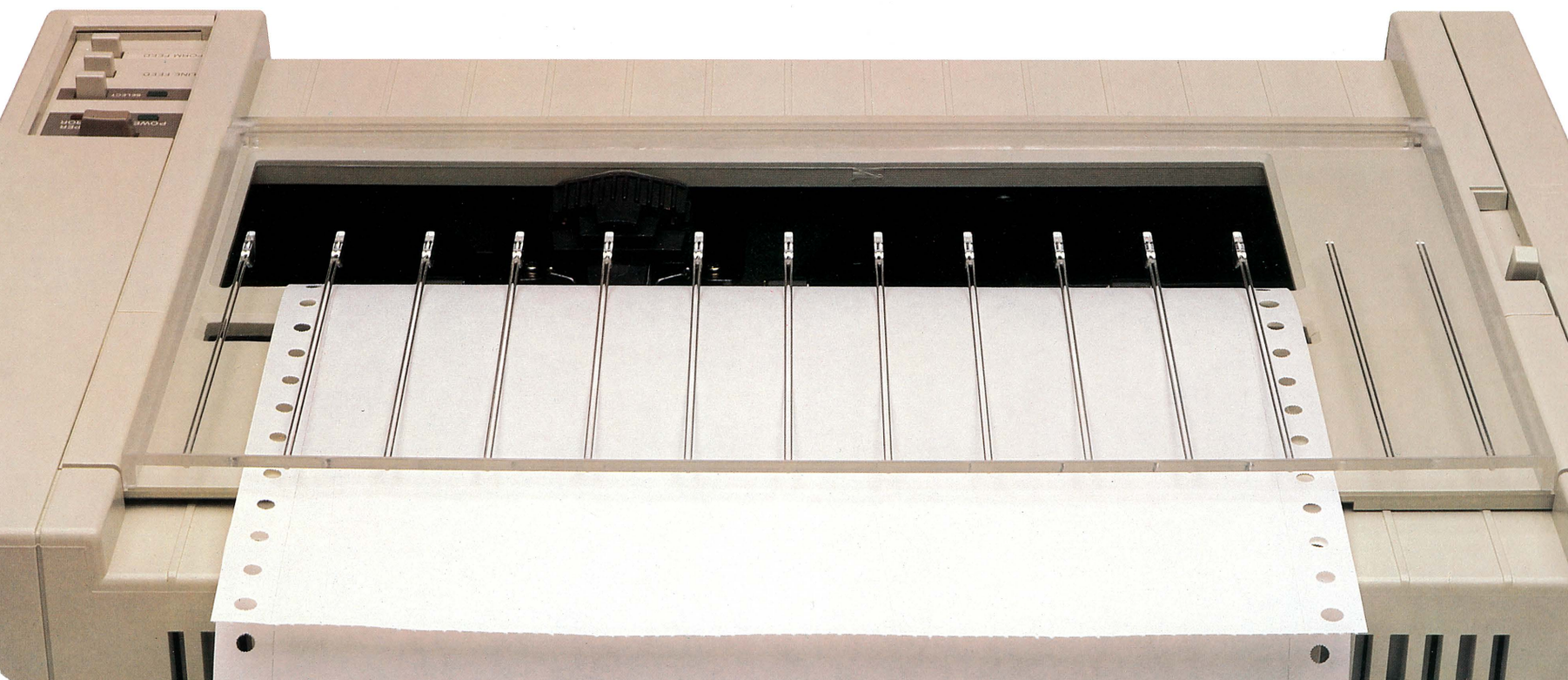
_____ Typed Name and Title

_____ (Notarize above)

_____ Station

CSR 2534

Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, California 95014
408 996-1010
TLX 171-576



Apple Retail Advertising Program

Dealer

Address

City

Representative